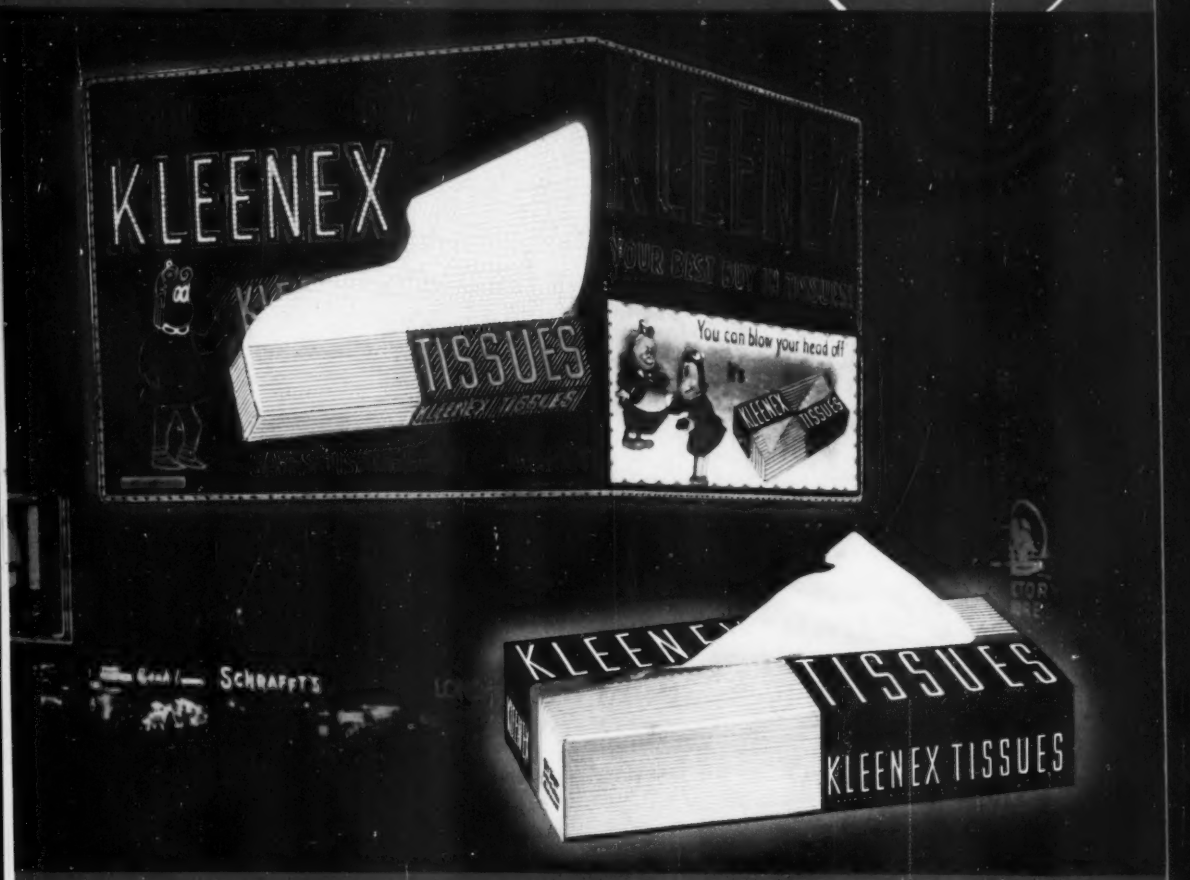
Modern packaging



Nominated for packaging's Hall of Fame. Story on Page 136

April 1950

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Modern packaging

Vol. 23 No. 8 April 1950

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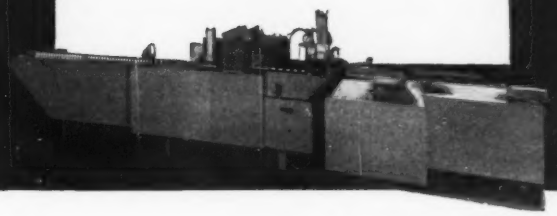
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What's in the distinctive Revlon cartons

- Revlon's steady-base Bottle
- long lucite Plume Applicator
- economical new "V"-shaped Cardboard Platform
- Circular





CARTONED SPEEDILY (125 PER. MIN.)
DEPENDABLY ON A SINGLE

REDINGTON

REVLON'S FABULOUS MAKE-UP COLORS are known by women the world over. For the intricate cartoning of their long line of Lastron Nail Enamels, Revlon called upon Redington's 53 years of leadership-experience.

ORIGINALLY, the company had hand-packed the product, using an expensive, spiral-wound, cylindrical platform under the bottom of their bottle. We had agreed to continue using the cylinder, since some kind of platform was needed, obviously, in order to support the short Revlon bottle. Our engineers, however, are trained to be constantly alert to new ways of cutting costs and increasing efficiency. In designing a machine for Revlon, it became clear to us that a substantial amount of money could be saved the customer with regard to the cylinder alone.

We put a "*V*" in *saVing*

A flat, scored piece of cardboard was devised in the shape of a simple "V". Folded, this "V"-shaped platform made an excellent substitute for the original spiral-wound cylinder. *Result*: Revlon's cost for platforms was *reduced about 90%!*

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If attendant fails to place plume in any article pocket, a special detecting device stops the machine automatically.

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WHAT PRICE PACKAGING?

THERE APPEARS IN this issue, on p. 138, a simple chart that tells volumes about the contribution of packaging to the American economy.

It is the story of Kleenex tissues—the product that didn't exist until a package made it possible, which today, because of that package, is a convenience become almost a necessity. The chart shows the sales curve for Kleenex's first 16 years intersecting the price curve like a great, sprawling "X." The first box of Kleenex in 1925 sold for 65 cents. In 1934 sales were up 200% and the price per box had dropped to 18 cents. In 1936 sales had again doubled and the price was 15 cents. By 1940, with sales nearly four times the volume of 1934, the standard box of Kleenex was selling at two for a quarter, and today—although money for most things is worth less than half what is was in 1941—you can still buy a box of Kleenex at your corner drugstore for 18 cents.

This 75% decline in price was made possible by skyrocketing sales which boosted production and made possible high-speed, specialized packaging and handling machinery. And the package was a primary factor in sales stimulation.

It is a particularly dramatic example. Not many things today cost less than they did 25 years ago. But it admirably illustrates the fundamental purpose of packaging, which is, through the efficiencies of mass production, to bring more and better things to more people at lowering cost.

A pound of butter today costs perhaps 10 times as much as it did 50 years ago. But in 1900 the average factory worker labored an hour and 47 minutes to earn the price of his pound of butter; today he gets it as the product of 31 minutes' work. In 1900 it took 27 minutes' work to buy a quart of milk delivered at the worker's home in comparison with 9 minutes now. As the result of such gains in purchasing power in today's mass-distribution economy, the average American in 1950 will consume $2^1/_2$ times as much goods as in 1900.

Without packaging, such an economy could not exist. Without constant vigilance for continued gains in the efficiency of production and distribution of packaged goods, progress in this way of life would cease.

The Editors



Foil BOX BEATS DRUMS FOR *Voodoo*

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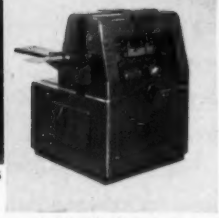
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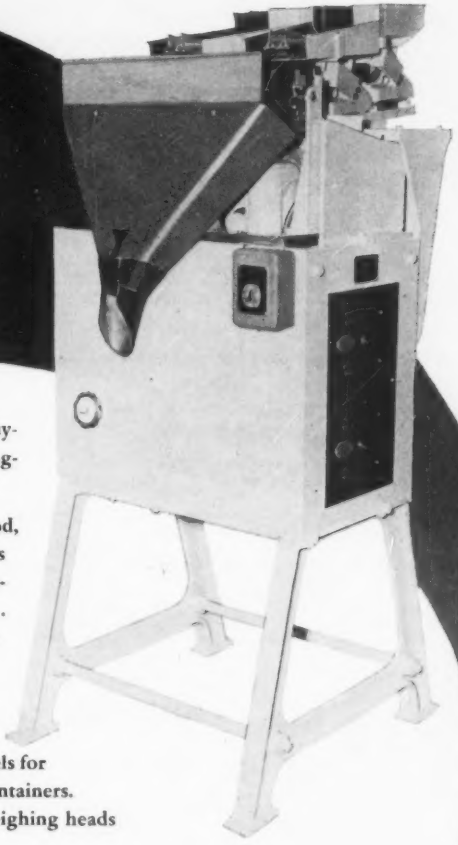
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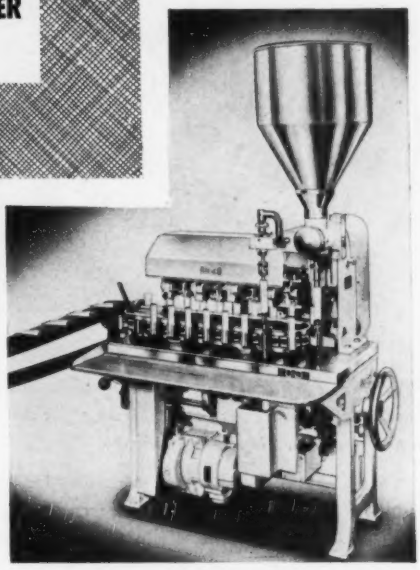
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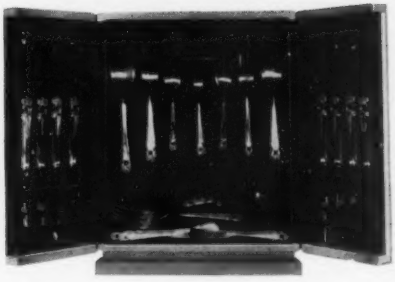
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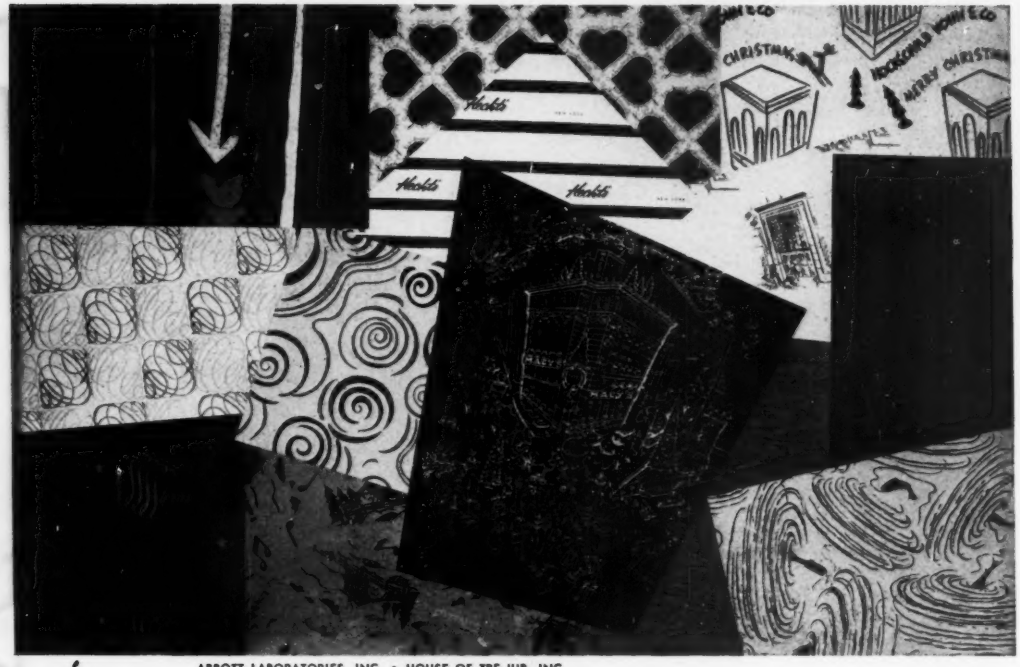
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Get a Free evaluation of your present package by Dave Chapman

Packaging Authority

We have retained the services of Dave Chapman, well-known package designer, to give you an unbiased, authoritative opinion on the packages you are now using. Check the coupon below to learn how you can get this valuable Ritchie service, without any cost or obligation to you, whatsoever.



W. C. Ritchie and Company,
8840 Baltimore Avenue,
Chicago 17, Illinois

☐ **FREE BROCHURE**

I would like to receive a copy of your brochure, "101 Ways to Get Better Packaging" and am interested in getting quotations on ☐ Set-Up Boxes ☐ Fibre Cans ☐ Transparent Boxes ☐ Folding Boxes. Please have a Ritchie Representative call.

☐ **FREE APPRAISAL**

Without cost or obligation, please have a Ritchie Representative call on me with full details of your FREE Package Appraisal Offer.

SIGNED _____ TITLE _____

COMPANY NAME _____

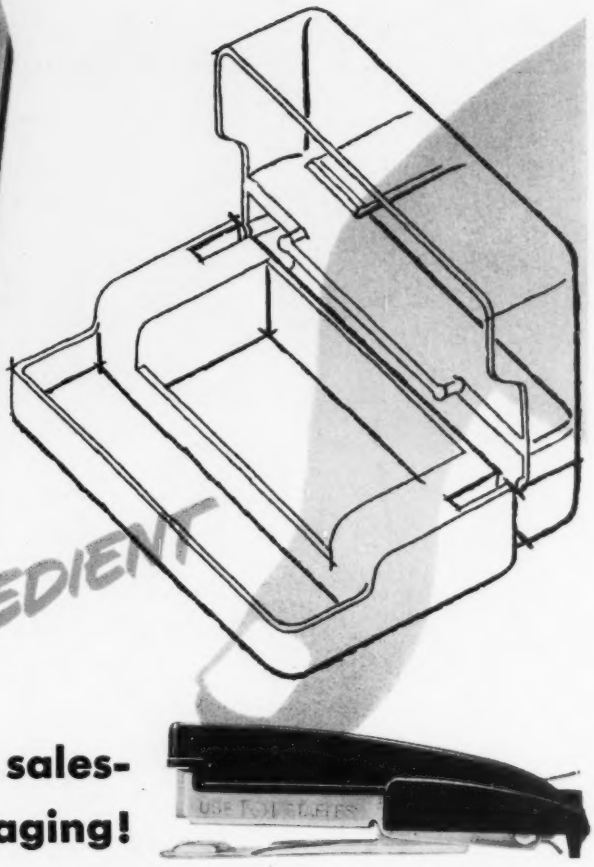
STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

W. C. Ritchie AND COMPANY
A Source of "Packaging Satisfaction" Since 1866

8840 BALTIMORE AVENUE, CHICAGO 17, ILLINOIS
New York • Los Angeles • Detroit • Dallas • Denver
Providence • St. Louis • Cleveland • Jacksonville





STAPLE INGREDIENT

for sales-making packaging!

Sales-wise packagers get dividends aplenty—from BAKELITE Styrene Plastics. Low cost, for example. And richer, clearer colors. And jewel-like fineness of detail.

Consider this stapler kit* by Speed Products Company, Inc. It has made a sure-fire impulse-buy item out of the ingenius, useful little "Tot-50" Swingline Stapler. It's small enough to fit the palm of your hand—and a fine example of the beauty and utility of BAKELITE Styrene Plastics.

Note the transparent, water clear lid that lets the product sell itself . . . the contrasting color of the opaque base . . . the smooth lustrous finish. Remember BAKELITE Styrene Plastic is dimensionally stable. It has good mechanical strength, resistance to water and most chemicals, providing packages of lasting usefulness. Add these qualities to ready moldability into complicated three dimensional shapes and fine detail and you have a material no alert packager can afford to overlook!

See how BAKELITE Styrene Plastics can add beauty, economy and selling power to your packaging. Bakelite Division engineers will be glad to furnish information about applying them to your specific requirements. Write Dept. AF-30.

*Molder: K & C Experimental Works, 106 Straight St., Paterson, N.J.

Visit the National Packaging Exposition
Chicago, April 24 to 27

Bakelite TRADE-MARK Styrene PLASTICS

BAKELITE DIVISION UCC

BAKELITE DIVISION, *Union Carbide and Carbon Corporation*, 30 East 42nd Street, New York 17, N. Y.

MOISTURE

...polyethylene plus paper keeps it in or out of your package

H. P. SMITH PAPER CO. will show you how!

Specialized barrier materials based on combinations of polyethylene and various carriers have been perfected by H. P. Smith Paper Co. These materials afford precise MVTR control for a variety of packaging forms including multi-wall bags, fibre drums, flexible pouches and envelopes, folding cartons, bales and crates.

Use of these H. P. Smith moisture barriers effectively limits exchange of moisture between packaged materials and the free atmosphere. In order to maintain optimum serviceability and value, packages can be made to retain a specified moisture content or can be inhibited from acquiring any additional moisture. What's more, the polyethylene film which is a basic part of these combinations is fully flexible at extremely low temperatures, and is free from odor, taste or toxicity.

THE LOXOL PROCESS

Unique among the methods of applying polyethylene to paper, board or cloth is the Loxol* Process. A uniform polyethylene film of controlled gauge is *hot-melted* to the carrier on patented equipment, to produce a tough MVTR barrier that can be creped in one or two directions without developing mechanical failures.

* Reg. T.M.

here's where you can see for yourself

Booth 275

There are many specific facts about Loxol and other H. P. Smith products which will be of extreme interest and value to you. A complete technical staff will be stationed in Booth 275 at the National Packaging Exposition to supply the answers to your questions. Please visit us.





$5,000,000 Worth of Products Packaged in 90 DAYS!

TABLETS · CAPSULES
CREAMS · POWDERS

Each of these products was an individual packaging problem — **each package** created to satisfy differing requirements of size, appearance, dosage — with a delivery schedule which in some cases allowed only 20 days from inception to national distribution.

Only Sanitape-Sealtite could produce these outstanding packages — only the equipment, capacity, efficiency and know-how of the world's finest contract-packaging plant could meet these demands. Yet these superb facilities are yours without your investing a penny — ready to help you meet every challenge of the fast-changing conditions you face today. If your situation requires your own operation, our machines will be installed in your plant.

National Packaging Exposition April 24th-27th—you will find us at our suite in The Sheraton Hotel, 505 No. Michigan Blvd., Chicago 11, Illinois, where we can discuss your problems privately and without interruption.

SANITAPE — THE SEAL OF PACKAGING PERFECTION — SEALTITE

IVERS - LEE COMPANY **NEWARK · NEW JERSEY**

Sanitape-Sealtite is a unique method of packaging pills, tablets, capsules, creams and powders, by which each unit or unit dose is sealed in its own airtight compartment surrounded by a crimp flange assuring complete protection and maintained efficacy. Packages, machines and methods covered by U. S. and foreign patents and patents pending. Available only through the Ivers-Lee Packaging Service. Infringing imitators will be subject to legal prosecution.

Guildcraft

CONTAINERS THAT Sell!



←WARD BAKING CO.
PARADISE FRUIT CAKE CONTAINER

Whether for... **FRUIT CAKES – GOLF BALLS – CHESSMEN**
TEA BAGS – CANDY – OR – WHAT NOT

*GUILDCRAFT CONTAINERS UNFAILINGLY PRODUCE – *EXTRA SALES!*

Set Off Your Product ⋆ Add Prestige to Your Brand Name ⋆ Stimulate Your Sales Force
⋆ Have Long Time Reminder Value ⋆ And First And Last They Please The Customer

Typical Users of Guildcraft Containers

• P. LORILLARD CO. • BORDEN CHEESE CO. • JEWEL TEA CO. • E. S. LOWE CO. • WARD BAKING CO.
• AMERICAN STORES CO. • CONTINENTAL BAKING CO. • KRAFT FOODS • STOVER CANDY CO. • WILSON SPORTING GOODS



Guildcraft BEAUTIFUL RE-USE GIFT CONTAINERS
Designers Fabricators in Plastics · Leatherette · Metal & Wood

FREDERICK A. KRAUSE *and* ASSOCIATES
NEW YORK • FRENCHTOWN, NEW JERSEY • CHICAGO

INSERTS FOLDED AS SMALL AS ONE-HALF INCH!



The sample insert you see here is folded to $^{13}/_{16}$" . . . a small, narrow fold by *ordinary* commercial standards. But, thanks to our specially developed machinery, we can fold these and other inserts down to as small as one-half inch!

This means you can now use automatic machinery to put a pre-folded insert into your smallest package.

Our production line is geared to fold over a million and a quarter inserts per day . . . any package size, large or small.

Let us solve your folding problems.

JOSEPH A. GILOSA

. . . Pioneers in Miniature Folding . . .

35-37 Rose St. **New York 7, N. Y.**

Tel: COrtland 7-6487

Opportunity for

A PROGRESSIVE MANUFACTURER



first aid box for the home

Every home needs a first aid box . . . here's a big market. For this purpose a plastic package is ideal.

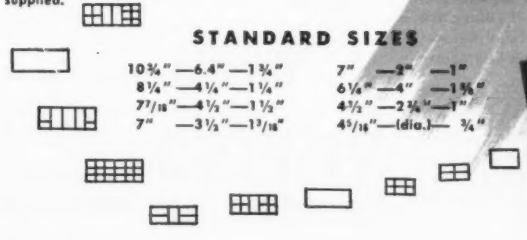
Vlchek plastic packages — beautiful, crystal-clear, durable — are supplied in 8 standard sizes, permitting 548 compartment arrangements . . . meeting individual needs with stock box economy.

Especially for the smaller manufacturer stock boxes meet requirements with minimum expense. Yet no order is too large for our modern, well-equipped molding plant.

Stock or special, Vlchek boxes are durable, protective packages which display contents to advantage. For packaging first aid items — and numerous other products — they offer manufacturers exceptional opportunities — saleswise, profitwise.

Write for prices and tell us the items to be packaged so that we can be of most help.

A few of the many compartment arrangements being supplied.



STANDARD SIZES

10¾"	—6.4"	—1¾"	7"	—2"	—1"
8¼"	—4¼"	—1¼"	6¼"	—4"	—1⅝"
7 7/16"	—4½"	—1½"	4½"	—2⅝"	—1"
7"	—3½"	—1 3/16"	4 5/16"	—(dia.)—	¾"

PLASTICS DIVISION

The VLCHEK TOOL COMPANY

3001 EAST 87th STREET • CLEVELAND 4, OHIO

INSERTS FOLDED AS SMALL AS ONE-HALF IN



The sample insert you see here is fol
by *ordinary* commercial standards. But,
machinery, we can fold these and other inse
inch!

This means you can now use automatic mac
insert into your smallest package.

Our production line is geared to fold over a million inserts
per day . . . any package size, large or small.

Let us solve your folding problems.

JOSEPH A. GILOSA

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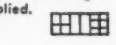
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7" —3½" —1³/₁₆"	4⁵/₁₆" —(dia.)— ¾"

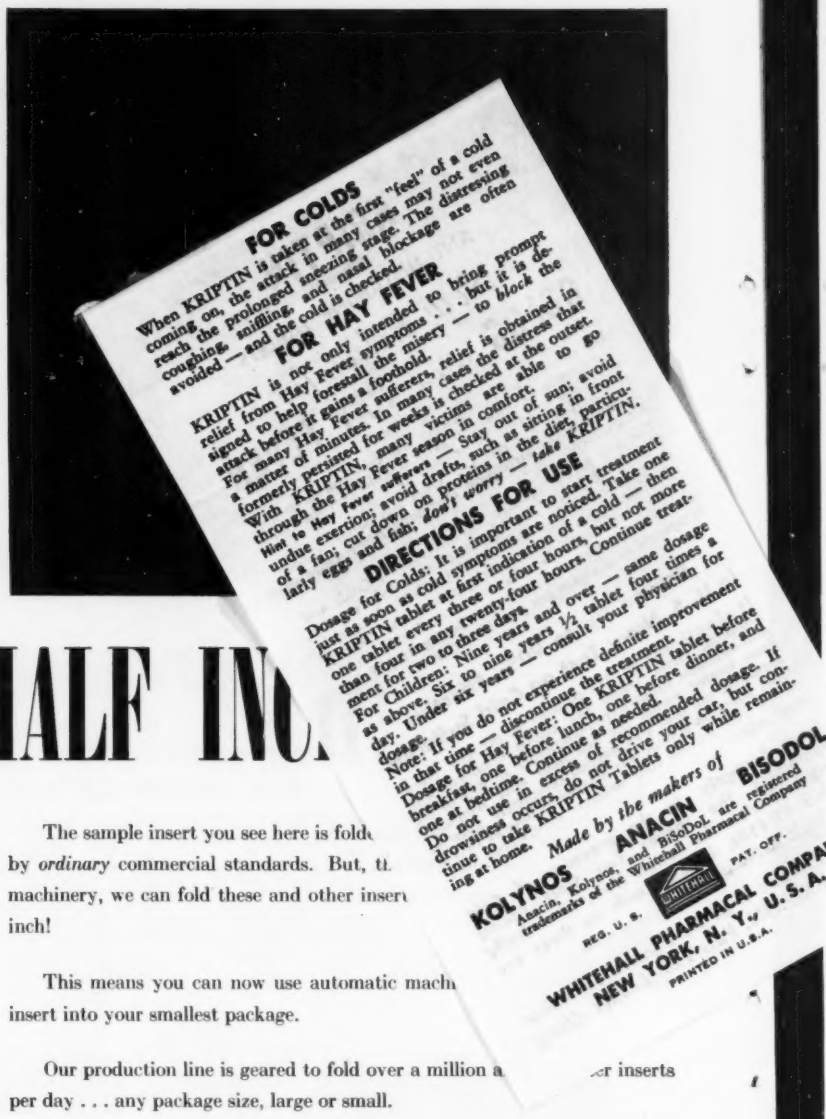


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3001 EAST 87th STREET • CLEVELAND 4, OHIO

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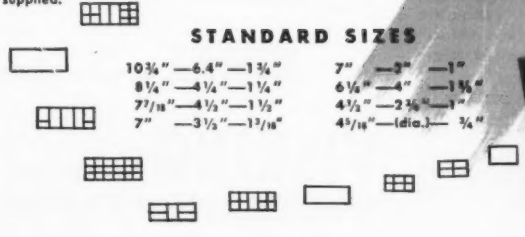
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4½"	—2⅝"	—1"	
4 5/16"	—(dia.)—	¾"	

PLASTICS DIVISION

The VLCHEK TOOL COMPANY

3001 EAST 87th STREET • CLEVELAND 4, OHIO



Restaurant operators said "Lead us to it!" when they heard that the Superior Food Service Corporation had succeeded in whipping one of their most time-consuming jobs: peeling potatoes.

A special automatic peeler does it, turns out boiler or French fry "Readi-Taters"—all set for cooking. As you'd expect, the demand is terrific.

Packaging was a big part of this success story. Required was a material combining high tensile strength and tear resistance, for "Readi-Taters" are put up in bulky 30- and 60-lb. units, are stored in or out of refrigerators. Material had to be moisture-proof—yet "breathe," and it had to be absolutely pure, tasteless and odorless.

VISQUEEN Film Does It Again!

Tests proved it was another job for VISQUEEN film: A VISQUEEN film tubular liner inserted into a kraft paper bag, stitched-sealed. Here's one more notch in VISQUEEN film's record of packaging problems solved—at low cost. We'd like to help you, too. Write or wire for information.

WARNING!

Do not confuse VISQUEEN film with ordinary polyethylene film. VISQUEEN film is made only by The Visking Corporation, leader in polyethylene research and development. Outstanding production control makes VISQUEEN film excel in tensile strength, tear resistance and other vital properties. Only genuine VISQUEEN film gives you the benefit of VISKING'S advanced technical and manufacturing resources. Specify VISQUEEN film and be sure.

VISQUEEN FILM A PRODUCT OF

THE **VISKING** CORPORATION

PRESTON DIVISION • TERRE HAUTE, INDIANA

*T. M. The Visking Corporation



Every order...

receives the same efficient service.

CHICAGO CARTON COMPANY

4200 SOUTH CRAWFORD AVENUE • CHICAGO 32, ILLINOIS

TELEPHONE VIrginia 7-2500

FOLDING CARTONS • PLAIN • PRINTED • LAMINATED • PARAFFINED



Make It A Pretty Promise ... It'll Pay!

Prettier the package, faster the sale, happier the customers ... How exciting does your package *look?* Does it promise extra quality? Dress it up ... by smartly using Martin Ribbons and Velvets for decorating, wrapping, and lining ... Nylons, rayons, satins, and silks in matchless shades, textures, and qualities, at prices that'll make money for you. Call Martin Fabrics Corporation, 48 West 38 Street, New York, N. Y.

Martin
means Ribbons and Velvets

YOU ENHANCE THE "BEST SELLER" POTENTIALS OF YOUR PRODUCT WHEN YOU PACKAGE IT IN

WIRZ Tubes

clean-attractive-strong-safe self-dispensers for creams, pastes, greases, powders, liquids



- Aluminum Tubes
- Tin Tubes
- Tin-coated Lead Tubes
- Lead Tubes
- Appli-Tubes (Reg. U. S. Pat. Off.)
- Mono-Pak Tubes (Reg. U. S. Pat. Off.)
- Lacquer & Wax Linings
- Applicator Pipes
- Applicator Tips
- Household Can Spouts
- Soft Metal Tubing
- Specialty Metal and Plastic Decorating
- Custom Molding — Compression-Injection

Just as the sturdy, uniform walls of Wirz Collapsible Tubes protect your product down to the last bit, so the bright long-lasting colors of these attractive tubes carry your sales message to your consumers with all its original force. These Wirz characteristics step up the sales potential of your products.

Wirz Tubes are kept to these high quality standards by continuing tests under more severe strains than your product is ever likely to meet in every-day use.

If you have a packaging problem on a new product, or would like to increase the sales potential of an established product, let us discuss it with you. Call or write our nearest representative. He will gladly make recommendations. No obligation, of course.

Send for our new Tube booklet #50B.

ESTABLISHED 1926
A. H. WIRZ Inc.

Fourth & Cole Sts., CHESTER, PA.

EXPORT DIVISION
755 Drexel Bldg.
Philadelphia 6, Pa.

NEW YORK 17, N. Y.
50 E. 42nd St.

CHICAGO 4, ILL.
80 E. Jackson Blvd.

MEMPHIS 2, TENN.
Wurzburg Bros.

LOS ANGELES 14, CALIF.
1709 W. 8th St.

HAVANA, CUBA
Roberto Ortiz Planos
Roberto Ortiz Hector

ELDON

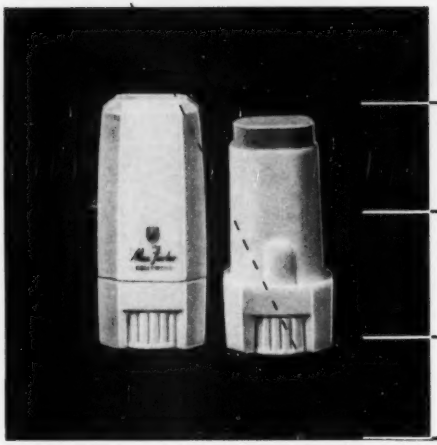
likes the tough ones"

MAX FACTOR had just perfected a new formula for a cream-type foundation make-up. The product was so extraordinary that it called for dramatically different packaging.

Our design, engineering, and production facilities were called into action. The rest is history—in millions of dollars in sales.

The remarkable new swivel container that projects and retracts an elliptical shape has contributed incalculably to the already fabulous success of Max Factor Pan-Stik.

Got a **PACKAGE PROBLEM?** If it's a tough one, let's talk about it.



	premise
1	*The purpose of a package in merchandising is to help produce sales at a profit.*
2	*If sales increase, measurably, because of the package, it is a success.*
3	*If there are no additional profitable sales, it is a failure.*
4	*There is no other valid standard of appraisal.*

ELDON MANUFACTURING COMPANY

1010 E. 62ND STREET, LOS ANGELES 1, CALIFORNIA




COME AND SEE
BBD
THE BIG NAME IN ANILINE INKS
at BOOTH 431
19TH NATIONAL PACKAGING EXPOSITION
APRIL 24-27 1950
NAVY PIER CHICAGO
AMERICAN MANAGEMENT ASSOCIATION
BENSING BROS. and DEENEY
401 NORTH BROAD ST., PHILADELPHIA 8, PA.



Everyone's Selling Again... Does Your Package Say "Buy Me-I'm Good"

THE package that carries your product to market should be an invitation to buy... inspiring confidence in your product. Heekin Lithographed Cans carry millions of profitable items into American homes every day. Let Heekin's versatility, color expertness and metal packaging know-how help you with your packaging problems.

HEEKIN'S *Beautifully Lithographed Cans*

THE HEEKIN CAN CO., CINCINNATI 2, OHIO



★ PERFORMANCE FOR PRINTERS

★ VALUE FOR PACKERS

★ QUALITY FOR CONSUMERS

THE CHAMPION PAPER AND FIBRE COMPANY—HAMILTON, OHIO

There is no other bottle that embodies basic eye appeal with inviting [redacted] like these [redacted] plastic bottles.

Consider the sales possibilities of this aggressive, [redacted] and unbreakable packaging medium.



Whether your product be powder, crystal, granulated or liquid; to be sprayed, squirted, dropped or dusted, there is an IMCO plastic bottle in a size (1, 2, 4, or 8 oz.) to suit your needs.



Send for a sample and study the engineered quality of our squeeze type bottle. Notice the exclusive flat bottom, the leak-proof spouts, atomizers and closures. Test the rugged, shape-retaining qualities of injection molded Polyethylene plastic.

Visit us at Booth 135A, National Packaging Exposition, April 24-27, at the Navy Pier, Chicago.

LOOK FOR THIS MARK



The Bottle with *Touch* Appeal



IMCO one-stop service includes the printing of your label. Bottles come to you ready to fill, in your choice of color or combination of colors. Compare the low over-all packaging costs. Write or wire us or your nearest distributor, for samples and prices.

INJECTION MOLDING COMPANY

3827 Independence Ave., Kansas City, Mo.

J. W. Wilson Glass Co., Inc.
55 North Fourth Street
Brooklyn 11, New York

Magic City Bottle & Supply Co.
222-230 N. W. 21st Street
Miami 37, Florida

California Eureka Bottle Co.
P. O. Box 2464, Terminal Annex
Los Angeles, California

Berman Bros., Inc.
1501 South Latlin St.
Chicago 8, Illinois

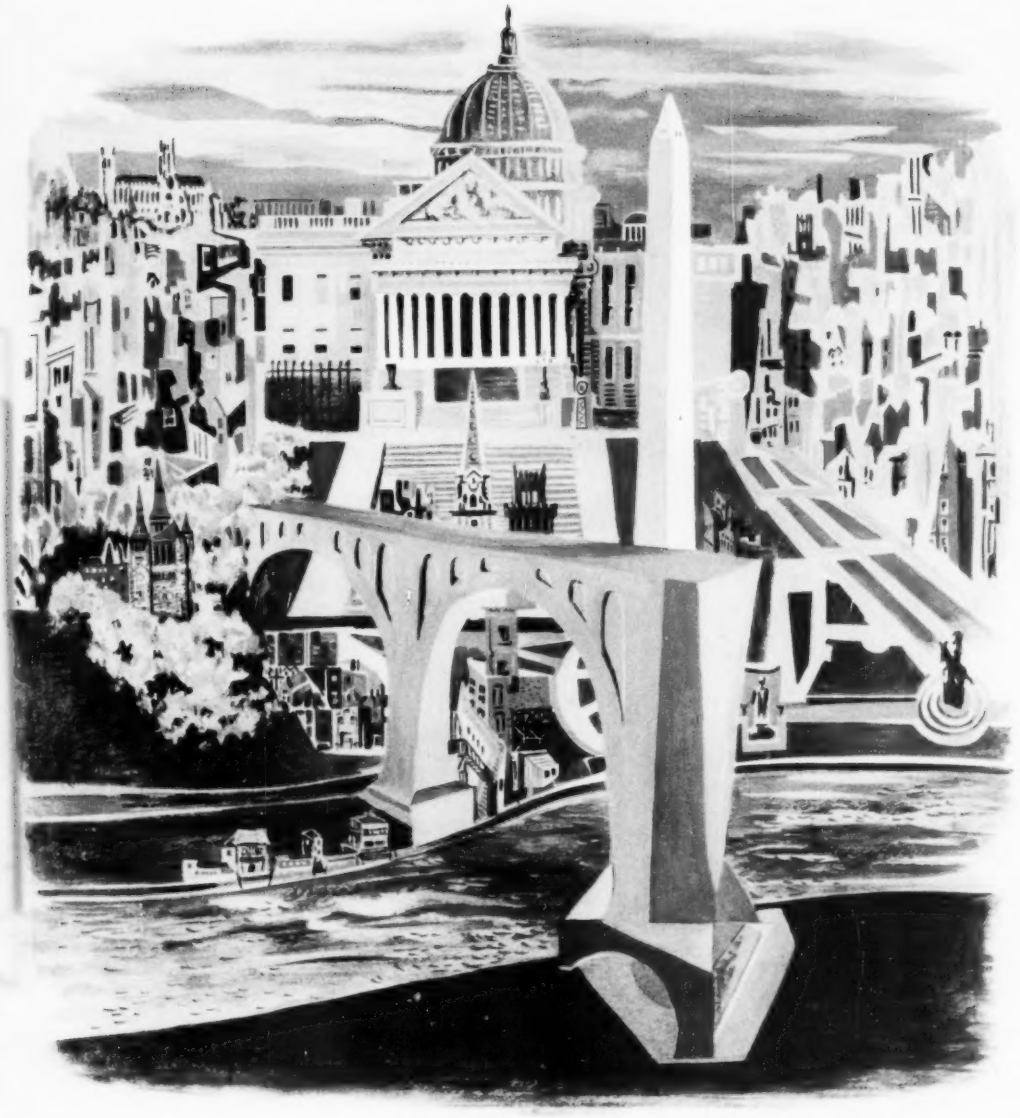
Consolidated Bottle Co., Inc.
27-67 Vine Avenue
Toronto 9, Ontario, Canada

S. Riekes & Sons
1402 Webster Street
Omaha 2, Nebraska

Mr. Erwin Kauffmann
5007a Chippewa Street
St. Louis 9, Missouri

S. Walter Scott
608 McCall Building
Memphis, Tennessee

The Jackson Box Co.
Plastics Container Div.
4927 Beech St. (Norwood)
Cincinnati 12, Ohio

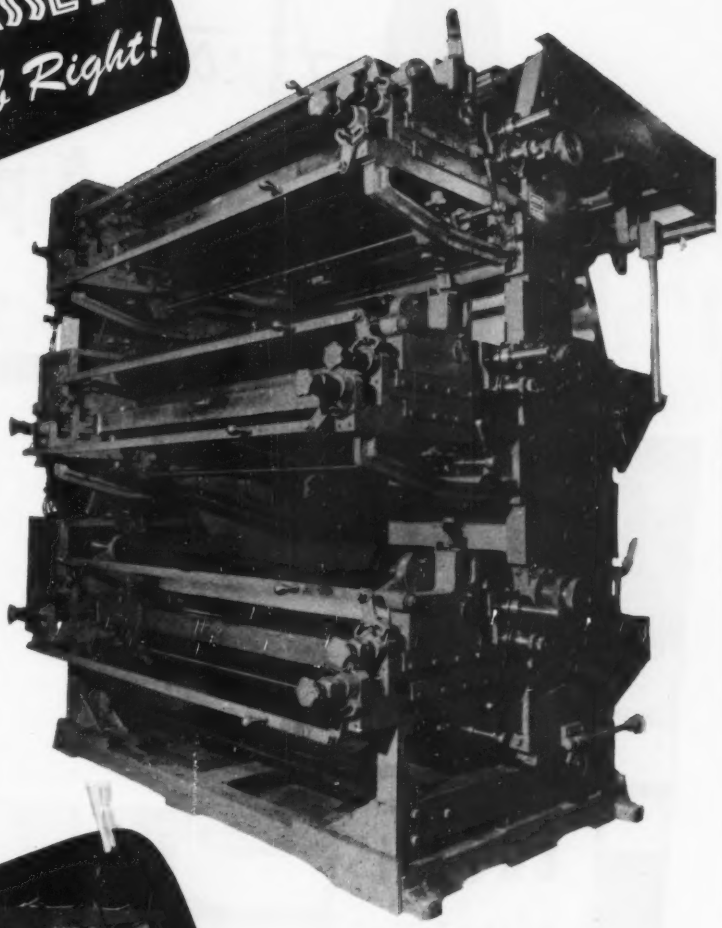


Artist – James F. Minnicks, native of District of Columbia

DISTRICT OF COLUMBIA—*annual purchases: $980 million—mostly packaged.*

CONTAINER CORPORATION OF AMERICA

MANHASSET
Does the Job Right!



Manhasset precision-built machines can solve your particular printing and rewinding problems. Manhasset's experience in the building of converting machinery assures the perfect operation of each pre-tested machine.

Manhasset aniline presses, * anilox presses, rewinders, slitters and bag machines can be adapted to your requirements or built to your exact specifications.



Our engineering staff will be glad to explain how your converting operations will reach a peak of maximum efficiency and economy when Manhasset machines are used.

Why Not Write For Catalogue today!

* © I.C. Corp.

MANHASSET MACHINE CO.

MINEOLA, N. Y. Garden City 7-7560

Consult our Engineering Department today!

Another Example

A paintbrush helps sell...and



OF GARDNER PACKAGING INGENUITY...

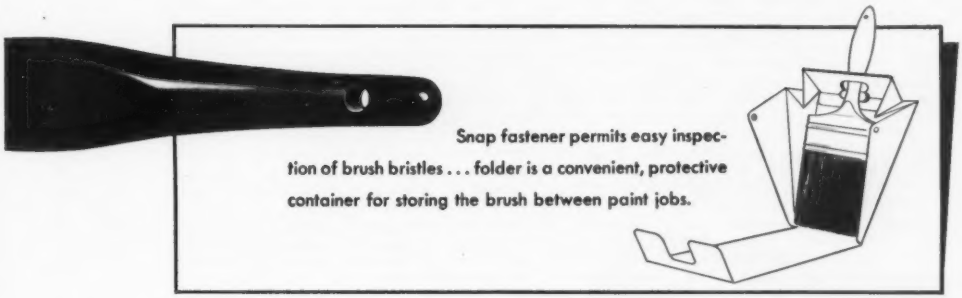
protector that helps keep the customer "sold"!

Some packages do a one-way job; some do a two-way job . . . but here's a Sears, Roebuck & Company package that does a *three-way* job. This Gardner-created folder for the company's premium-quality "*Workmaster*" paintbrushes does more than protect the bristles from dirt, from curling or warping, in shipment or on the counter. It gives these fine brushes a point-of-sale punch . . . and the snap-fastener construction makes it easy for the customer to open the folder to inspect the bristles.

That's not all. It's a handy container for the brush between paintings. Keeps it dust-free—clean. And that helps build good will for Sears, Roebuck & Company —which is an *extra* plus.

Maybe we can add a Sales "Extra" to YOUR package

If you have a product that needs an extra point-of-sales push, a product that's hard to package, or a new idea that needs a new packaging idea, get in touch with Gardner. We'll be glad to tackle it. No obligation, of course.



Snap fastener permits easy inspection of brush bristles . . . folder is a convenient, protective container for storing the brush between paint jobs.

THE GARDNER BOARD AND CARTON CO.

Manufacturers of Folding Cartons and Boxboard, 408 Charles St., Middletown, Ohio

Sales Offices in Boston, Chicago, Cleveland, New York, Philadelphia, Pittsburgh, St. Louis



INCREASE PACKAGE IMPACT WITH visibility

Combine the visibility that sells with carefully selected and processed basic packaging that gives your products all required protection from you to your ultimate customer. From these Dobeckmun materials, laboratory-tested to meet product requirements and climatic conditions, we build lightweight packages that are adaptable to modern, high-speed packaging equipment . . . and that sell!

Cellophane: Single or duplex bags, printed or plain in flats, squares or satchels. Printed sheets and rolls for wraps and overwraps. Converted cellulose acetate films.

****Trilect:*** Wax-laminated cellophane film. Tough, dead-folding and high in protective qualities. Can be attractively printed to retain the sales impact, so important in today's selling.

****Metalam:*** Heat-sealing lamination of aluminum foil and supporting film; brilliantly printed in multi-color. Especially suitable for unit or sample packaging, for "thirsty" hygroscopic products. Can be formed, loaded and sealed at high speed on automatic machines. Exceptionally high display value.

****Zip-tape:*** Opening tape for film packages. High value as good will builder at exceptionally low cost. It's an adroit "thank you" to every purchaser. Applied by easily and economically attached device to existing packaging machines. Supplied in colors, printed, plain, opaque or transparent.

*****Pliofilm:*** Transparent, heat-sealing plastic film. Waterproof, moisture-vapor-proof, tough and wear-resistant. Plain or printed in handsome multi-color in bags, sheets or rolls.

Polythene: Growing fast in use and in demand. Printed in rotogravure or analine. Flat and square bags, sheets, roll stock.

****Duplex Brilliant:*** Lamination of film to light-weight paper, in nine sparkling, soil-proof colors; for attractive and effective labels, box coverings and package wraps.

Ask for samples and suggestions for converting these materials into "impact" packages

THE DOBECKMUN COMPANY • Cleveland 1, Ohio

West Coast Division, Berkeley 2, Calif.

*T. M. The Dobeckmun Company **T. M. The Goodyear Tire and Rubber Company

packages MOVE FASTEST

Today's high-speed competitive race demands packages that move quickly, that open buyers' pocketbooks with the least sales effort by retailers. "Impact" packages by Dobeckmun do just this, because they show buyers what they are getting, either the product itself or artfully printed, realistic reproductions:

1. Clear, transparent bags or wraps of cellophane or other films that permit free view of contents and colorfully present brand name, directions and other information.

2. Wrappings or overwraps of films, foils or suitable laminations where contents are vividly pictured in multi-color printing, often more realistic than the product itself.

Using a wide range of materials, Dobeckmun creates such "impact" packages that have set astonishing records of sales successes, for an almost infinite variety of products. Tell us your problem . . . we believe we can work out a solution that will push up your sales curves. *The Dobeckmun Company, Cleveland 1, Ohio. Berkeley 2, California.*



For the latest ideas in film and foil packaging, see our exhibit at Booths 316 to 320, Packaging Show, Chicago, April 24 to April 27.

DOBECKMUN

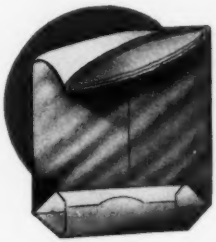
• Self-selling packages in processed films and foils •

Branches at Atlanta, Boston, Chicago, Cincinnati, Los Angeles, Milwaukee, New York, Philadelphia, Portland, St. Louis, St. Paul and Seattle. Representatives everywhere.

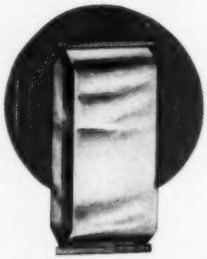
take a *TIP* from those WHO REALLY KNOW



SHIPPING CONTAINER SACKS—Used as shipping containers to replace cartons for packaging and shipping consumer packages. Saves setting up labor, saves space—costs less than cartons.



PASTED, OPEN-MOUTH SACKS — Perfect for potatoes, coal, ice and other materials of a bulky nature requiring from 1 to 5 walls for protection against damage during transit and in storage.



SEWN BAGS — Sewn open-mouth or sewn valve construction, 3, 4 or 5 wall. The container for economical and efficient packaging and shipping of chemicals, fertilizers, cement, and fine-grained materials.

Those who have given a packaging problem to Equitable *know* what can be done.

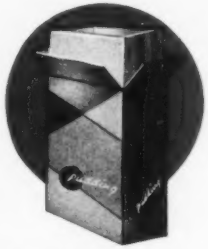
That's why, in this increasingly important field you'll want to take advantage of the actual experience of others who have tested Equitable. Then you will discover that *personalized* attention assures dramatic packaging that pays daily dividends.

Equitable has successfully met every type of packaging problem for over a quarter-century. From skilled paper making in the Orange, Texas plant to closely supervised, quality-controlled shipments from the new, 220,000 sq. foot ultra-modern plant in Long Island City, Equitable is prepared to *see the job through*. This means the *personalized* attention that separates a creative producer from an ordinary supplier.

IT'S EASY TO TEST EQUITABLE. Simply take the bags you are now using, mark on them the annual quantities with any comments about new applications or individual problems. We'll speedily send you back the Equitable answer — complete with prices. No obligation, of course.



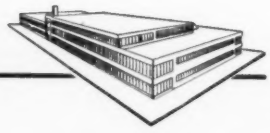
AUTOMATIC BAGS — Self-opening. Especially designed for high-speed, low-cost automatic packaging of granular products such as sugar and rice.



INNER BAGS — Protect against moisture, dirt and grease. Equitable's long experience insures your getting right type protective paper and construction.

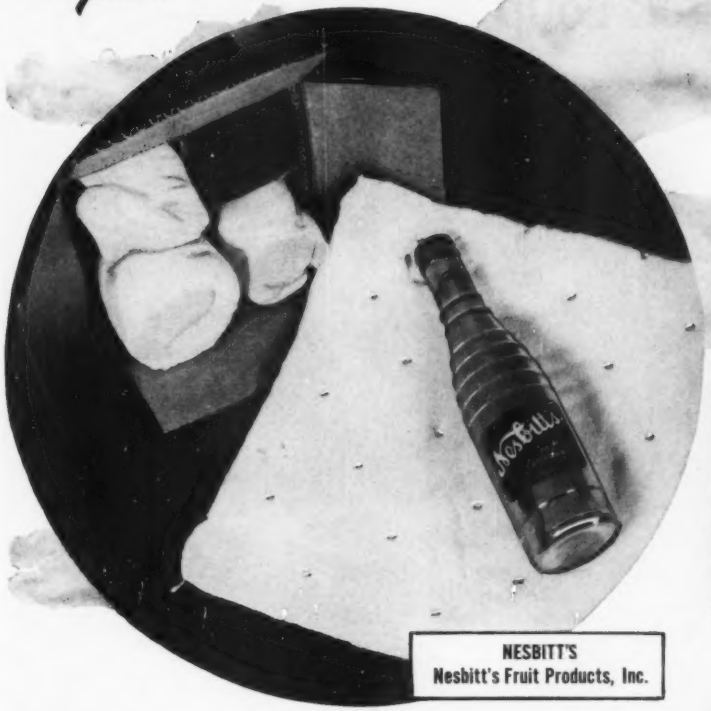
Equitable
PAPER BAG COMPANY INC

45-50 VAN DAM STREET
LONG ISLAND CITY 1, N. Y.



PAPER MILLS AND SOUTHERN BAG PLANT: ORANGE, TEXAS

Kimpak* Float Packaging



NESBITT'S
Nesbitt's Fruit Products, Inc.



Blocking and Bracing. Fruit-of-the-Month Club* Preserve Package. *Photo courtesy of Harry and David, Inc., Bear Creek Orchards, Medford, Oregon*



Blocking and Bracing. French Type Cheese Assortment. *Photo courtesy of Beble Bros. Co., Rolling Prairie, Wis.*

Cuts shipping costs— reduces damage in transit!

Does the product you ship enjoy maximum protection against weather and rough handling? Is your packaging operation fast, economical—up-to-date? Before answering, consider these facts about KIMPAK* creped wadding.

Unlike bulk packaging materials, the compact blanket form of KIMPAK is soft and clean. As quick and easy to apply as wrapping paper. Will absorb up to 16 times its own weight in moisture, within 30 seconds. KIMPAK is feather-light to reduce shipping weight; flexible—to conform to irregular surfaces; shock-absorbent—to guard against roughest handling.

Moreover, KIMPAK is neat and attractive-looking to add, rather than detract, from the appearance of your package. And there is a specification to meet every requirement of the Four Basic Methods of Interior Packaging: Bracing and Blocking, Flotation Packaging, Surface Protection, Absorbent Packaging.

Plan now to improve your packaging operation, and save money, too. For information, refer to your classified telephone directory under "Packing Materials" or "Packing Materials—Shipping"; or write directly to Kimberly-Clark Corporation, Neenah, Wisconsin.

FREE BOOKLET!

Kimberly-Clark Corporation
Neenah, Wisconsin

Please send me free, the illustrated KIMPAK booklet "Float Packaging".

MP-150

Name _____

Firm _____

Address _____

City _____ *Zone* _____ *State* _____

Kimpak

REG. U.S. PAT. OFF. & FOREIGN COUNTRIES

A PRODUCT OF Kimberly-Clark

CREPED WADDING

*T. M. REG. U. S. PAT. OFF.

...duck soup



Your plastic molding problems are duck soup to an organization that has grown and prospered by making tough problems their business. ...duck soup to an organization that has unmatched facilities and highly trained technicians to find the *right* answer to problems in design, inexpensive mass production, molding, and packaging. ...duck soup to an organization that has long been known for its ability to bring customers unequalled SERVICE in every respect.

Why not put *your* plastic problems in the hands of Columbia's experts?

Columbia

COLUMBIA PROTEKTOSITE CO., INC., CARLSTADT, N. J.

N. Y. Show Rooms: Empire State Building. - West Coast Office: 380 Bayshore Blvd., San Francisco, Calif.

Polka Dots AND Stripes

SINCE 1846

DEJONGE

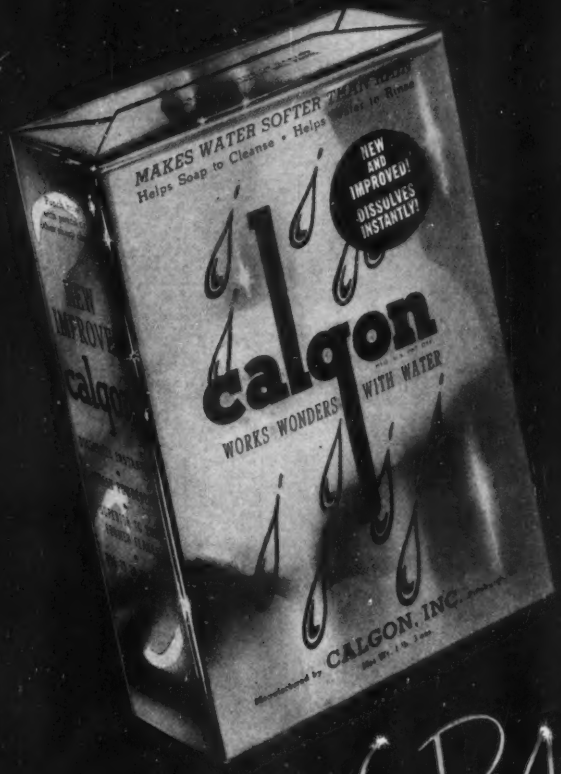
ANNOUNCEMENT! LOUIS DEJONGE'S "POLKA DOTS AND STRIPES" sample book represents packaging papers for Spring — Summer — Fall and Winter. All of these smart designs can be printed in additional color combinations of your choice for distinctive box or wrapping papers.

WRITE — or CALL our Service Department for SAMPLE BOOKS or working sheets.

LOUIS DE JONGE & CO.

WOOLWORTH BUILDING • NEW YORK CITY N. Y.

COrtlandt 7-4875



This sparkling aluminum foil package attracts attention, provides protection for Calgon, a highly hygroscopic product.

Formerly, moisture absorption caused caking, made this excellent water softener difficult to use. Now, packages using Alcoa Foil as a moisture barrier keep the product free from excess moisture, in a form that helps create repeat sales.

If gain or loss of air or moisture affects the quality, taste or appearance of your product, Alcoa Foil Packages can provide protection *plus* sales appeal.

Let us furnish you the names of leading package manufacturers experienced in designing better packages using Alcoa Foil. Just write ALUMINUM COMPANY OF AMERICA, 1760D Gulf Building, Pittsburgh 19, Pa.

you get

SPARKLE plus

an effective moisture barrier

*Test boxes, taken from the production line, weighed 1000 grams when placed in humidity chamber (100° F. and 100% rel. humidity). Average weight after 40 days, 100 grams.

with packages of

ALCOA

ALUMINUM FOIL



The 2 most important qualities of a successful package

The growing trend toward self-service merchandising has made these two qualities essential to an effective self-selling package:

1. Transparency. Shoppers make many purchases on impulse. When food is packaged in crystal-clear Cellophane, they can see all the appetizing goodness of a product.

2. Protection. Shoppers want the assurance that what they buy is protected from dirt and handling—and kept fresh and full of flavor. There are more than 50 different types of Cellophane film, each tailored to a special protective service.

These two qualities of Cellophane help make a successful package. The converters of Cellophane and Du Pont packaging specialists are continually at work helping to build better packages.

E. I. du Pont de Nemours & Co. (Inc.), Cellophane Div., Wilmington 98, Delaware.

AMA NATIONAL PACKAGING EXPOSITION

See and Hear "The Voice of the Package" at the Du Pont Exhibit Booths 112, 113 and 114.

DuPont Cellophane

Shows what it Protects—Protects what it Shows

DU PONT

REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING ... THROUGH CHEMISTRY

Demonstrating a Product

Vivid, easy-to-grasp product demonstration is a major selling function—and one that a well-designed display performs to perfection at the point of purchase. Here, Clover Lamp Co.'s life-like, life-sized, color-lithographed figure demonstrates this company's unique Step-A-Lite switch quickly and in detail. In this display, construction, copy and color have been skillfully combined to tell Step-A-Lite's selling story to the consumer in a matter of seconds. Thanks to this display, the new Step-A-Lite Lamp is featured wherever it's shown. The lamp and its lithographed demonstrator tend to dominate retailers' windows and Lamp Departments because they automatically create an attention-getting Step-A-Lite Section. The enthusiastic acceptance now being accorded this display by dealers and Department Stores is still further evidence of Consolidated Litho's ability to pre-determine retailers' size requirements and design preferences successfully.





Mr. Albert L. Green, President of Clover Lamp Co., Inc., Philadelphia 47, Pa., who collaborated with us in the development of this successful display.

We would welcome the opportunity to work *with you* on your display, label or packaging assignments. And if your immediate problem warrants such detailed attention, we will be pleased to offer the services of our unique Marketing Division, without any obligation to you.

CONSOLIDATED Lithographing Corporation

Member of Point of Purchase Advertising Institute • 1013 Grand Street, Brooklyn 6, N.Y.—EVergreen 8-6700

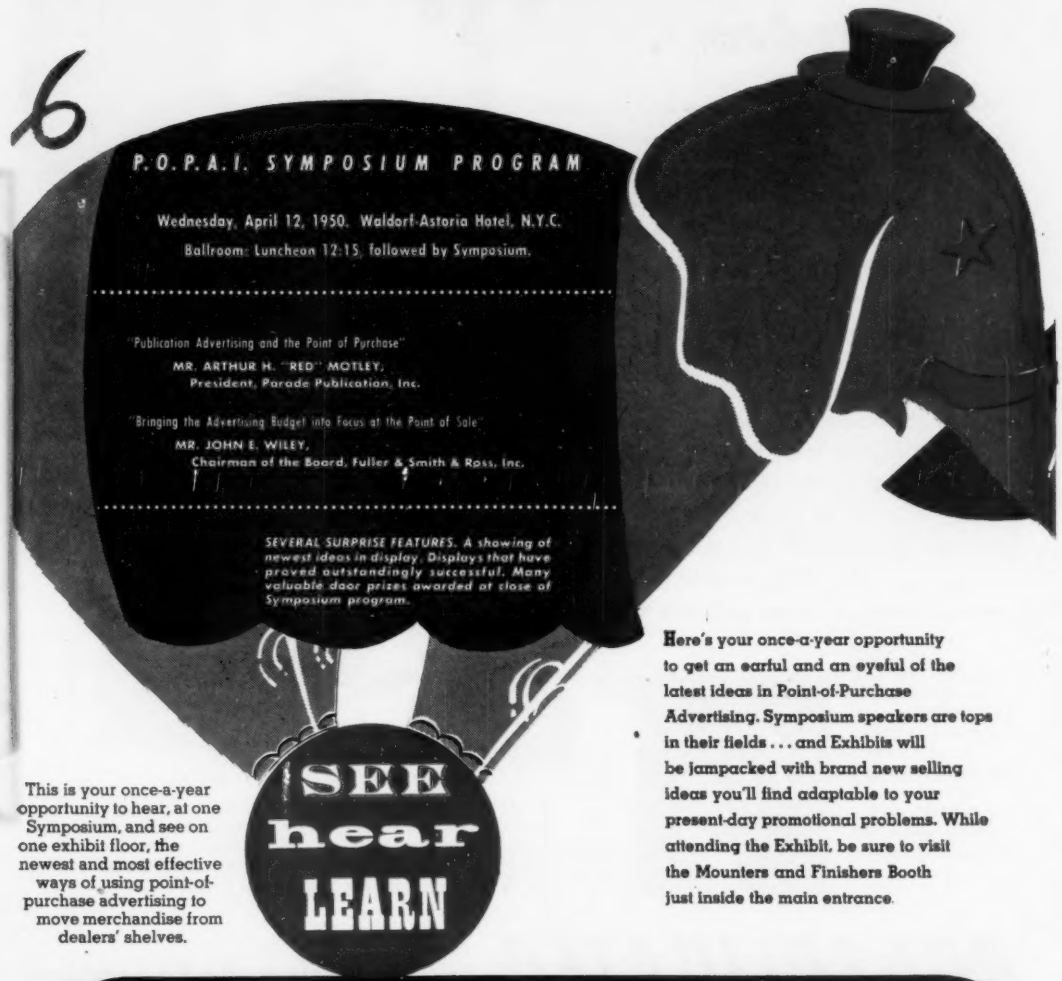
PLAN TO ATTEND

POINT OF PURCHASE ADVERTISING SYMPOSIUM

Two-day exhibit - **APRIL 11th & 12th** - Waldorf Astoria, New York City

ADVERTISERS AND AGENCIES - WRITE US FOR INFORMATION AND TICKETS

JUMBO POINT 2-DAY



This is your once-a-year opportunity to hear, at one Symposium, and see on one exhibit floor, the newest and most effective ways of using point-of-purchase advertising to move merchandise from dealers' shelves.

SEE hear LEARN

Here's your once-a-year opportunity to get an earful and an eyeful of the latest ideas in Point-of-Purchase Advertising. Symposium speakers are tops in their fields . . . and Exhibits will be jampacked with brand new selling ideas you'll find adaptable to your present-day promotional problems. While attending the Exhibit, be sure to visit the Mounters and Finishers Booth just inside the main entrance.

PLAN TO ATTEND

POINT OF PURCHASE ADVERTISING SYMPOSIUM

Two-day exhibit - **APRIL 11th & 12th** - Waldorf-Astoria, New York City

ADVERTISERS AND AGENCIES: WRITE US FOR INFORMATION AND TICKETS

OF PURCHASE SYMPOSIUM & EXHIBIT

SHOW... APRIL 11TH & 12TH



The following

MOUNTERS & FINISHERS of

POINT OF PURCHASE ADVERTISING

urge you to attend!

ARVEY CORPORATION
300 Commonwealth Avenue
Jersey City 4, N. J.
3442 North Kimball Avenue
Chicago 18, Ill.

BADGER CARTON COMPANY
225 West Capitol Drive
Milwaukee 2, Wisconsin

BADGER CUTOUTS, INC.
52-45 74th Street
Maspeth, L. I., N.Y.

CHICAGO CARDBOARD CO.
636 W. Washington Blvd.
Chicago 6, Ill.

CONSOLIDATED M. & F. CO.
516 West 34th Street
New York 1, N.Y.

DISPLAY FINISHING COMPANY
21-16—44th Road
Long Island City, N.Y.

DYMENT COMPANY
1163 E. 40th Street
Cleveland 14, Ohio

I. FEINSTER & SONS, INC.
75 Front Street
Brooklyn, N.Y.

THE WM. A. HOWE CO.
1615 E. 31st Street
Cleveland 14, Ohio

HANDELL MFG. CO.
352 West Ohio Street
Chicago 10, Ill.

MOUNTING & FINISHING CO.
86—34th Street
Brooklyn 32, N.Y.

NATIONAL CARD MTG. CO.
76 Ninth Avenue
New York 11, N.Y.

PIONEER MTG. & FIN. CO.
233 Spring Street
New York 13, N.Y.

RAPID MTG. & FIN. CO.
310 West Polk Street
Chicago 7, Ill.

ROYAL MOUNTERS, INC.
505 St. Marks Avenue
Brooklyn 16, N.Y.

SCHAEFER MOUNTERS, INC.
Webster, N. Y.

UNITED MOUNTING & DIE CUTTING CO.
429 East 75th Street
New York 21, N.Y.

WESTCOTT PAPER PRODS.
450 Amsterdam Street
Detroit 2, Mich.

YORK DISPLAY FIN. CO., INC.
240 East Avenue
Brooklyn, N. Y.

SEND THIS COUPON FOR YOUR TICKETS

Exhibit tickets FREE
Good both April 11th and 12th... exhibits open
10 a.m. to 8 p.m. April 11th;
10 a.m. to 6 p.m. April 12th.

Symposium tickets—$8.50
Full course luncheon plus Symposium
12:15 p.m. April 12th.

POINT-OF-PURCHASE ADVERTISING INSTITUTE, INC.
16 EAST 43RD STREET, NEW YORK, N. Y.

GENTLEMEN: Please send the following tickets, for which my check is enclosed.

☐ ... April 12th Symposium tickets, including luncheon, at $6.50 each.

☐ ... FREE Exhibit tickets for admittance both days, April 11th and 12th.

NAME _____ TITLE _____

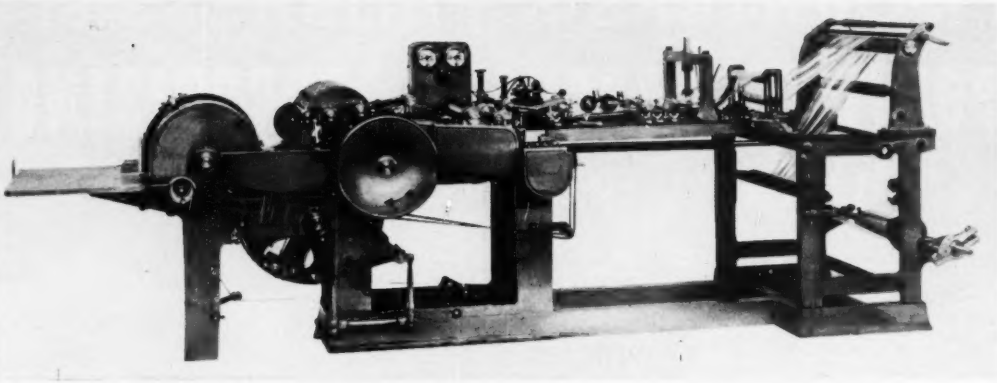
COMPANY _____

STREET _____

CITY _____ ZONE ____ STATE _____

FASTEST CELLOPHANE BAG MACHINE IN THE WORLD

...for heat-sealed and pasted bags, or a combination of both



The Orion Cellophane Bag Machine may come equipped with "electric eye" control or a dependable hand compensator to insure positive control of pre-printed cellophane rolls.

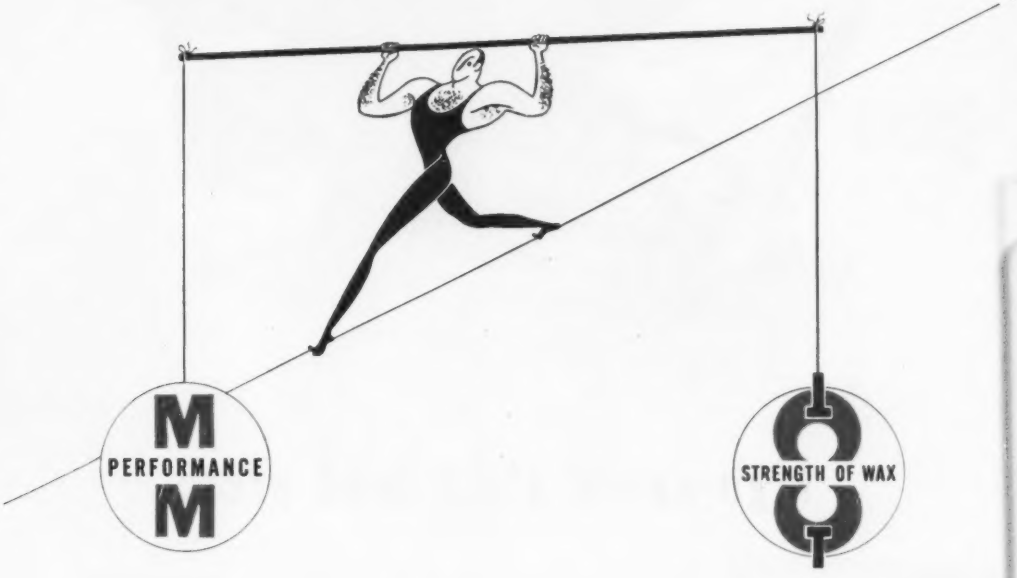
These two "Orion" sizes produce all flat and square cellophane bags asked for in the trade.
MODEL 26: Bags from 2" x $5^1/_8$" to $10^1/_4$" x $18^7/_8$"
MODEL 40: Bags from $2^5/_8$" x $6^3/_{16}$" to $15^3/_4$" x $25^5/_8$"

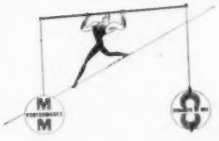
SEE US ABOUT OUR MATADOR #50 MAKING LAUNDRY & NOTION BAGS (FLAT AND SQUARE TYPE) UP TO $19^3/_4$" x $30^3/_4$" tube length . . . OVER 100,000 BAGS PER DAY. *See us at BOOTH 412 OR WRITE TO*

H. H. HEINRICH
INCORPORATED
200 VARICK STREET
NEW YORK 14

BALANCE

Is The Key To Outstanding Performance





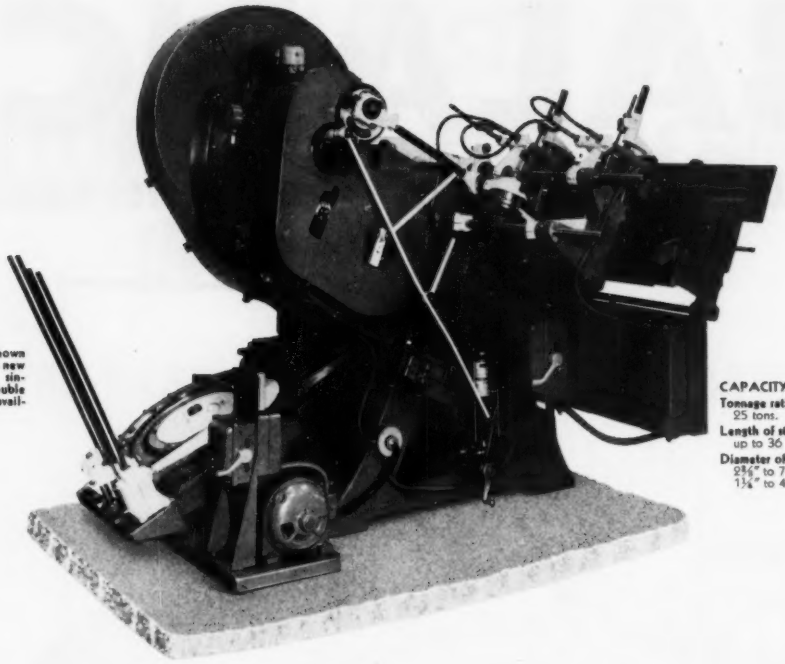
Exhaustive tests and years of applied experience have proved that for TOP PERFORMANCE of petroleum wax, BALANCE of Tensile Strength is required. Strength of wax is determined in the MOORE & MUNGER laboratories by the Modified Tinius Olsen Wax Tensile Tester, a mechanical device proved to give reliable results which can be consistently correlated with OUTSTANDING PERFORMANCE.

MOORE and MUNGER specifications mean PERFECTION IN PETROLEUM WAX for every packaging need.

m

Mamspec

MOORE & MUNGER—33 Rector Street —New York 6



The press as shown is set up with the new Hamilton-Kruse single curler. Double curlers are also available.

CAPACITY
Tonnage rating — 25 tons.
Length of strip — up to 36 inches
Diameter of cut edge — 2⅜" to 7¾"—single die 1¾" to 4"—double die.

high-speed strip feed press

HAMILTON-KRUSE No 301

This is the Lima-Hamilton automatic strip feed press, designed for medium-speed and high-speed production.

The press is of 25 tons capacity and has a stress-relieved welded steel frame with a tonnage rating approximately double the capacity of the press. This extra rigidity of the frame, plus the long slide and gibs, greatly prolongs die life.

A feature of particular interest to all press users is the clutch and its related safety devices. The clutch is of the friction type, of exceptionally rugged construction. It is automatically disengaged upon operation of any of the safeties—including the electric stops for doubles or jams in the feed, for jams in scrap ejection rolls and other important points. The clutch is equipped with an electric timer that assures stopping the slide at the top of the stroke. The over-size brake is located on the same side of the press as clutch and flywheel, eliminating undue stress on the shaft.

A 5-horsepower motor is mounted on the base of the press. Lubrication is from one central point. The press is available for either single or double dies, or multiple die work with special slides, and is in every respect a heavy-duty precision product.

* * *

For complete information and specifications write to Ronald H. Johnson, Sales Manager, Can Machinery Department, Lima-Hamilton Corporation, 60 East 42nd Street, New York 17, New York.

Chicago Sales Office: 400 West Madison Street, Daily News Building, Chicago, Illinois.

DIVISIONS: *Hamilton, Ohio*—Hooven, Owens, Rentschler Co.; Niles Tool Works Co. *Lima, Ohio*—Lima Locomotive Works Division; Lima Shovel and Crane Division. *Middletown, Ohio*—The United Welding Co.

LIMA HAMILTON CORPORATION

PRINCIPAL PRODUCTS: Hamilton-Kruse automatic can-making machinery; Hamilton heavy metal stamping presses; Niles heavy machine tools; Hamilton diesel and steam engines; Special heavy machinery; Heavy iron castings; Weldments; Locomotives; Cranes and shovels.



Visit our booth #126
at the AMA Packaging
Exposition in Chicago,
April 24-27.

Body dimensions 4½" × 4¼" × 4⅝" *high (approx.* 11.4 × 11.4 × 11.9 *cms.). White enamelled internally. Double walled lid.*

Colonial Jar—distinguished member of a distinguished family of decorated containers—classical styling combined with delightful colouring to make this the gift box *par excellence*, a fitting package for a product of real quality.

Fancy Container Division • **I. B. COMPANY** • 150 SPRING ST. • NEW YORK 12, N. Y.



Plastics Consumption Set New Peak in '49

NEW YORK, March 17.—Total consumption of plastic compounds in the United States for 1949 jumped to a record high of 1,189,200,000 pounds. This was a rise of 18 per cent over the 1948 level and more than 50 per cent over 1946, the year when wartime restrictions on commercial applications were lifted. In 1950, it is predicted, there will be another strong upward surge in the use of plastics as business men, faced with keen competition and a buyer's market, turn to them for their ability to cut production costs and increase sales appeal.

This expanding industry that's busy making and using more of its own basic materials than ever, may be a rich market for your product or services. We'll be glad to investigate your sales potential in it.

MODERN PLASTICS Magazine with its ABC-audited distribution of 19,856—covering not only the plastics industry, but also the major buying influences in other industries where plastics are being used in increasing volume—has the highest paid circulation and carries more editorial and advertising pages than all other publications in the field combined.

MODERN PLASTICS

A BRESKIN PUBLICATION

122 EAST 42nd STREET • NEW YORK 17, N. Y.

POLYTHENE FILM

by the makers of Du Pont Cellophane



For toughness and strength . . . For sales advantages . . . Du Pont Polythene Film is ideal for packaging sheets, pillow cases, towels, blankets, lingerie, knit goods, gloves, yarns and other items.

Gives Outstanding Performance!

Here's a light-weight packaging film that's strong and serviceable! Even at sub-zero temperatures or when subjected to dry climates, Du Pont Polythene Film remains flexible and tough—eliminating costly breakage. It does not dry out, become brittle or deteriorate with age.

Du Pont Polythene Film is "a natural" for self-selling packages, too, because it shows the product and has the added sales advantage of a soft "textile feel." And, its long life gives it a high re-use value for numerous household uses.

An improved Du Pont process gives this film the extra advantages of better roll formation, freedom from pin holes and greater uniformity of gauge. It is available from 150 (.0015″) to 400 (.004″) gauge in rolls, cut-to-size sheets and bags—either plain or printed—to meet many packaging requirements.

Perhaps Du Pont Polythene Film can do an effective sales and protective packaging job for your product. Write today for samples, new descriptive folder and sources of supply. Cellophane Div., Polythene Film Section, E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.

USE DU PONT POLYTHENE FILM
when you need a packaging material that is

- Tough, strong, flexible
- Light-weight
- Chemically inert
- Highly resistant to water
- Moisture-vaporproof
- Non-toxic; suitable for use on food products
- Long-lasting—permitting re-use
- Sealable by heat, sewing and adhesives

Du Pont
Polythene Film

DU PONT

REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

for a greater profit margin

PACKAGE FOOD the DELTASEAL way*

FLASH! See the Deltaseal System in action at the Packaging Show . . . Booth No. 257, Navy Pier, Chicago!

It costs less to fill bags the Deltaseal way because filling and closing is faster . . . mostly automatic. There's less handling . . . more bags closed per hour.

And Deltaseal bags are easy to open. Customers just *pull, cut and pour.* The handy spout channels the food right into the measuring cup or storage container.

The Deltaseal closure gives a neat full-pack appearance and makes it easy to build attention-getting displays in stores. Your brand, printed in bright, sparkling colors adds still further to the sales-inviting appearance of the package.

Ask a Bemis representative about the economy of Deltaseal Bags and the Deltaseal Packaging System.

Bemis

"America's No. 1 Bag Maker"



* DELTASEAL BAGS plus the DELTASEAL PACKAGING SYSTEM





Deltaseal: Reg. U. S. Pat. Off.

Baltimore • Boise • Boston • Brooklyn • Buffalo • Charlotte • Chicago • Cleveland Denver • Detroit • East Pepperell • Houston • Indianapolis • Jacksonville, Fla. Kansas City • Los Angeles • Louisville • Memphis • Minneapolis • Mobile • New Orleans New York City • Norfolk • Oklahoma City • Omaha • Peoria • Phoenix • Pittsburgh St. Louis • Salt Lake City • Salina • San Francisco • Seattle • Vancouver, Wash. Wichita • Wilmington, Calif.





Paisley SCIENTIFIC ADHESIVE SERVICE

SWITCH TO NEW *SUPER-SPEED* GLUES

"Cartontite"

MODERN high-speed packaging requires modern *super-speed* Adhesives! Paisley Scientific Research has anticipated industry's needs. "CARTONTITE" is one of the remarkable new, fast-setting, odorless, non-toxic Glues that have been specially designed for high speed operations. It's the leader of a complete, *better* line of Paisley scientifically developed Adhesives for every carton sealing operation. "CARTONTITE" gives *"instant-tack"*. Performs with equal efficiency on fully or semi-automatic machines such as Pneumatic Scale, Triangle, Stokes & Smith, Package Machinery, National, Ferguson, R.A. Jones & Co. and others. You can expect continuous production hour after hour on all types of cartons and stocks. Benefit from the newest developments in Scientific Carton Adhesive Engineering . .

TEAR OUT—FASTEN TO LETTERHEAD AND MAIL TODAY

- ☐ Send Free "CARTONTITE" Laboratory Report No. 7528.
- ☐ Send trial 5 gal. shipment of "CARTONTITE" at 55 gal. drum price.
- ☐ Send Adhesive Operation Data Sheet (You fill in and return for Laboratory reports and recommendations.)

FIRM_____

STREET_____

CITY_____ STATE_____

FIGURE 1.
APPLYING THE CARTON GLUE

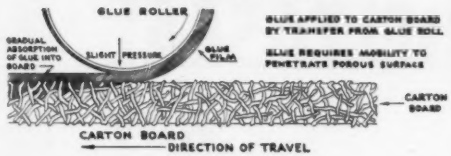


FIGURE 2.
PROPERLY GLUED CARTON FLAPS

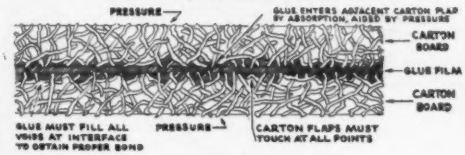


FIGURE 3.
IMPROPERLY GLUED CARTON FLAPS
(DUE TO IMPROPER "SET" OF GLUE)



COPYRIGHT 1949 PAISLEY PRODUCTS, INC.

Illustrates the accepted method of applying Carton Glue to porous Cartonboard surfaces. Shows results of proper and improper applications.

PAISLEY PRODUCTS INCORPORATED

DIVISION OF

MORNINGSTAR, NICOL, INC.

1770 CANALPORT AVENUE, CHICAGO 16, ILLINOIS ★ 630 WEST 51st STREET, NEW YORK 19, NEW YORK

Manufacturers of Glues · Pastes · Resin Adhesives · Cements and related Chemical Products

Eliminate handling from film to filled bags with the new OTO-PAK

(automatic bag machine)

ELIMINATE

. . . More than half the labor cost of filling Polyethylene Bags!

In perfect synchronization with your production line, the OTO-PAK makes polyethylene bags and presents them *open* at the discharge end of your filler. A single operator supervises bag making, filling and sealing . . . without handling until bags are ready for shipping.

OTO-PAK eliminates costly handling of unfilled polyethylene bags . . . static electricity and blocking which, up to now, prevented widespread polyethylene packaging by industry is completely overcome.



These are OTO-PAK Bags!

Note extra strong welded edges and the saving of material by eliminating wide outside seals. Easily adjustable mechanism provides bag production in sizes from 1 x 1 inch to 14 x 20 inches.

EXAMINE THESE ECONOMIES



*Manual filling with purchased bags	
Cost of 10,000 4″ x 8″ polyethylene bags	$139.10
Labor for filling bags (2 operators)	70.00
Labor of heat sealing and packaging (1 operator)	42.00
	$251.10

Filling the Oto-Pak way	
Material for making 10,000 4″ x 8″ polyethylene bags	$ 27.90
Labor and overhead for one operator to keep machine supplied with film and material to be packed at the rate of 31 filled bags per minute	46.70
**Machine cost	22.50
	$ 97.10

Your savings, the OTO-PAK way . . . $154.00

*Costs as of February, 1950 **Predicated on minimum monthly production of 100,000 units

Write today for complete details

The PNR Corporation

4500 Euclid Avenue • Cleveland 3, Ohio

Ever since the Gibson Girl



...quality products have *sold* in fine Rowell set-up boxes.





...and today, just as 50 years ago, the fresh, clean-cut line and expert craftsmanship and color printing of a Rowell container provides the eye compelling, desire creating combination that leads to sales and repeat sales.

E. N. Rowell Co. Inc.
Manufacturers of Fine Paper Boxes
BATAVIA, N.Y.

Use this *Modern Method* in YOUR plant !

It's as Simple as this



DRAW IT OUT
DON'T . . .
DIP IT OUT

Buy **WILLIAMSON ADHESIVES**

Now shipped in OPEN-HEAD PLUGGED DRUMS

Here it is . . . the easiest and cleanest way of handling adhesives . . . as now being used by many of our customers with great satisfaction.

Whatever your operation or requirements, we have the adhesive to fit the job. With our thirty-six years of experience and wide range of products, our laboratory can provide you with an adhesive that is equal or superior to what you are using.

WILLIAMSON offers you TOP Quality Adhesives
and a better way to use them

WILLIAMSON ADHESIVES, INC.

2329 West 18th Street, Chicago 8, Illinois

For Further Details Return This Coupon

WILLIAMSON ADHESIVES, INC.
2329 West 18th Street, Chicago 8, Ill.

We are interested in your Adhesives, and this modern method of using them. Please send us your descriptive Folder.

NAME_____

COMPANY_____

ADDRESS_____

preliminary sketches



created for you—by our artists. Any of the outstanding designs shown here can be purchased upon request, or let us create a design to meet your personal need.

Quality **OLIVE CAN COMPANY** Service

MANUFACTURERS AND DESIGNERS OF METAL CONTAINERS

SINCE 1912

450 N. LEAVITT ST., CHICAGO 12, ILLINOIS

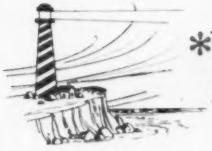
Cochran*



*Quality



*Service



*Dependability



*Technical Help

Cochran

COCHRAN FOIL COMPANY
INCORPORATED
LOUISVILLE 10, KENTUCKY

SALES OFFICES • 3310 East Lake Street Minneapolis 6, Minn. • 632 Fisher Building Detroit 2, Michigan • 500 Fifth Avenue New York 18, New York • 238 West Wisconsin Ave. Milwaukee 3, Wisconsin • Hippodrome Bldg. Cleveland 15, Ohio

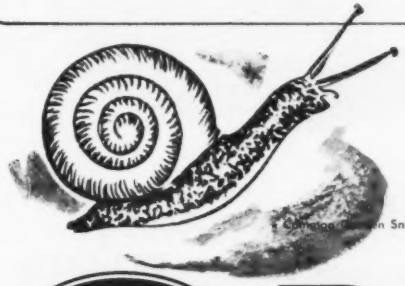


There's too much to see . . .

on busy business streets these days! Store windows can't sell unless they stop people . . . can't stop people unless they offer something exceptional to see! . . . ***technicrome*** *is exceptional—puts new eye appeal in windows, is a look-and-listen stopper of shoppers! Gets a warm welcome from dealers, too—because they see it work! Backlighted by a bulb,* ***technicrome*** *becomes an illuminated display . . . Useable over and over . . . Can be produced with your regular display order. Details and specimens on request . . .*

EINSON-FREEMAN CO., INC., Let-there-be-light Lithographers, *Starr & Borden Avenues, Long Island City 1, New York.*

PROTECTION AND *Beauty* FOR YOUR PACKAGED PRODUCTS



* Common Garden Snail



** Wood Duck (Male)

KVP

PAPERS

For The FOOD INDUSTRY

ALL food products need **PROTECTION** from processing room to consumer's table.

There is a KVP wrapper or liner for nearly every packaged food product.

MANY food products need the **BEAUTY** of color and design for brand identity and sales appeal.

KVP artists and KVP printers are tops in their field.

For straight protection, or for protection AND beauty, you can depend on KVP.

INDUSTRIES SERVED

BAKING
Bread - Cracker
Cereal

MEAT
Packing - Locker
Retail

DAIRY
Butter - Cream - Cheese
Ice Cream - Milk

FISH - FRUIT - FROZEN FOODS
POULTRY - SHORTENING
VEGETABLE

*The common garden snail, *Stylommatophora*, is no beauty, but his shell is tops in protection for his tender body.

**Most beautiful of all ducks is the wood duck, *Aix sponsa*, which builds its nest in hollow trees, often far from water.

Kalamazoo Vegetable Parchment Company

PARCHMENT . MICHIGAN

ASSOCIATED COMPANIES: KALAMAZOO VEGETABLE PARCHMENT CO., DEVON, PENNA.
KVP COMPANY OF TEXAS, HOUSTON, TEXAS
HARVEY PAPER PRODUCTS CO., STURGIS, MICHIGAN
IN CANADA: THE KVP COMPANY LIMITED, ESPANOLA, ONTARIO
APPLEFORD PAPER PRODUCTS LIMITED, HAMILTON, ONTARIO - MONTREAL, QUEBEC

Don't let your package be a shelf dweller



Print it with brilliant *eye-catching* colors

and *WATCH IT MOVE!*

Inks in brilliant eye-catching colors can glamorize tooth paste tubes, cardboard containers, foodstuff wrappers, tins for coffee or cosmetics, bags for sugar and flour, and a host of other items. Experienced merchandisers know that color, properly applied, will attract the prospect's eye at the point of sale.

On all forms of packaging it is *printing ink* that carries your sales message and becomes your *best salesman.* Remember, in these days of supermarkets, the package must sell itself.

The companies listed below manufacture inks for all processes of printed reproduction—LETTERPRESS, OFFSET, ANILINE and GRAVURE. Inquiries from package designers and package printers receive prompt attention. Write to our office nearest you for complete information on ink and color.

SUN CHEMICAL CORPORATION *(GRAPHIC ARTS GROUP)*

10th STREET & 44th AVENUE, LONG ISLAND CITY 1, N. Y.

Offices in Principal Cities

AMERICAN PRINTING INK COMPANY • EAGLE PRINTING INK COMPANY
FUCHS & LANG MANUFACTURING COMPANY • GENERAL PRINTING INK COMPANY
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NEWS *you have been waiting for*



RAWHIDE **fills the constant demand of the box-maker for a lightweight simulated leather paper at low cost.**



- **Genuine Appearance**
- **Water Repellent Coating**
- **Strength**

. . . Yes, It Has Them All

in a range of 13 beautiful colors black and white



Ask your jobber for sample sheets and prices . . . *today!* Costs no more than ordinary box cover papers. You will be amazed.

a product of
The Coating Division
THE RACQUETTE RIVER PAPER COMPANY
POTSDAM, NEW YORK

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801 South Wells Street
Chicago 7, Illinois

Charles W. Williams & Co., Inc.
303 Lafayette Street
New York 12, New York

Lachman-Novasel Paper Corp.
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New York 12, New York

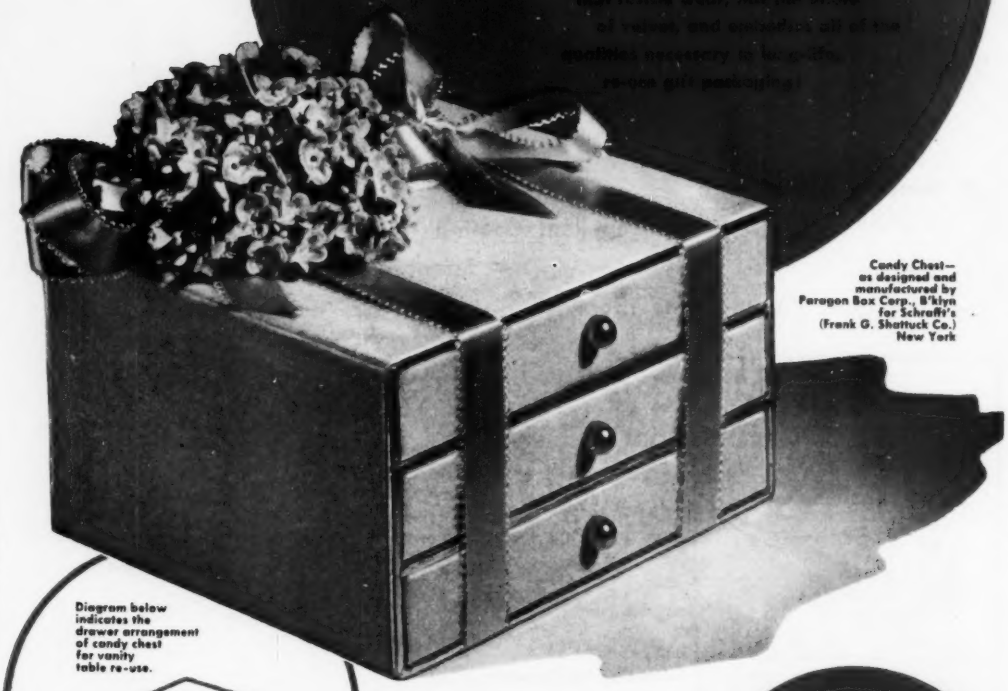
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IN MORE WAYS THAN ONE

FLOCKED PAPERS ADD *Life* TO PACKAGING!

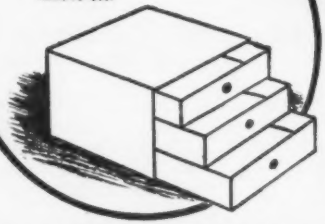
Your papers, processed with Claremont Flock, are alive in their appeal! They are gay, vibrant, luxurious, irresistible!

The gold master patterns, master dies or rig, could make no richer hues than those possessed by Claremont's brilliantly pigmented cotton and rayon flocks. Applied electrostatically on paper or board base, they form a surface that resists wear, has the allure of velvet, and embodies all of the qualities necessary to be perfect re-use gift packaging!



Candy Chest—as designed and manufactured by Paragon Box Corp., B'klyn for Schrafft's (Frank G. Shattuck Co.) New York

Diagram below indicates the drawer arrangement of candy chest for vanity table re-use.



"BOXERS"—*Flock packs Punch!*

Claremont Flocks, in 18 brilliant colors, are champions in their art! Rich, deep-tufted surfaces that pass for velvet, suede or plush, pack punch—challenge the imagination! Complete details, color cards, samples and prices upon request. Write Claremont today!

CLAREMONT
WASTE MANUFACTURING
COMPANY
CLAREMONT, N. H.

CLAREMONT FLOCK . . . the Plush that Sells!

Complete PACKAGING FACILITIES *as they should be—*

UNDER ONE ROOF

TRANSPARENT BOXES

Philadelphia's largest and most modern plant means acetate boxes at low cost. The acetate box division of the Barnett organization completes the picture of an extensive packaging program. This department is under the supervision of expert craftsmen, pioneers in the field, experienced in the production of the simplest to the most complex type of acetate container, including ovals, rounds, squares, oblongs and odd shapes.

FINE SET-UP BOXES

The fine set-up paper box department is equipped to produce the ultimate in exquisite packaging. Barnett personnel has the skill and know-how to meet the most exacting demands in fine quality, hand-made boxes. The most intricately designed cosmetic box — the satin or velvet covered snap-hinged jewel box — any and all problems are well within the scope of the Barnett staff of designers and plant personnel.

MACHINE-MADE BOXES

The Barnett Company can boast of half a century of quality production in the machine-made box field. This department is equipped with the newest high-speed, precision machinery, capable of wrapping the shallowest to the deepest full-wrap unit. We are completely equipped for printing, silk-screening, deep embossing and hot leaf stamping.

The Barnett "three departments in one plant" set-up makes possible the efficient, economical, all-inclusive production so important for low-cost packaging. Let Barnett redesign your package and increase your sales.

NEW YORK OFFICE
130 West 42nd Street
New York City, N. Y.
Chickering 4-8678

SAMUEL
BARNETT
COMPANY

22nd Street and Lehigh Avenue, Philadelphia, Pa.

OUR 50th YEAR OF PROGRESSIVE PACKAGING



POLYTHENE-LINED PAPER BAG PROTECTS MOISTURE-SENSITIVE GLUE

Multiwall bag with a polythene-coated ply has improved resistance to atmospheric moisture over a wide range of temperatures...plus many other advantages

WHEN The Borden Company needed an economical, damp-proof package for a very hygroscopic powdered resin glue, they chose a sturdy, lightweight, inexpensive multiwall paper bag, one layer of which has a thin coating of Du Pont polythene plastic. These bags keep moisture out during handling and shipping, protect contents until used. Compared with many other types of containers, the empty bags save up to 91% of storage space—save shipping costs, too.

The use of paper coated with Du Pont polythene in multiwall bags provides these advantages:

- **better protection against moisture**
- **better chemical resistance**
- **better strength**
- **better grease resistance**

These characteristics are retained over a wide range of temperatures. The use of a polythene-coated ply also offers greater versatility, since film thickness can be varied to meet specific requirements.

Many other "hard-to-pack" products are being successfully shipped in these bags, including calcium chloride, dry milk, meat trimmings, sodium bisulfite, benzene hexachloride, quicklime, various synthetic resins.

The multiwall bag is only one of many new packaging applications of polythene. The new coating technique used here is a joint development of St. Regis and Du Pont technical men. Du Pont representatives will gladly work with extruders, molders, or converters, or will suggest suppliers who can meet specific needs for packaging or other uses of plastics. Write today for free literature on polythene and other versatile Du Pont plastics.

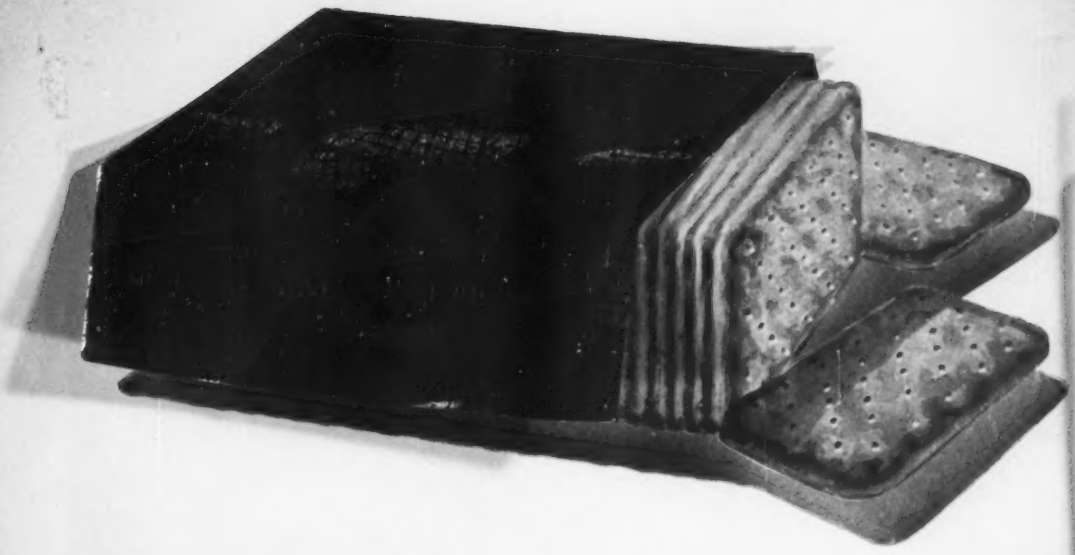
(Multiwall bag made by St. Regis Paper Co., New York, New York.)

E. I. du Pont de Nemours & Co. (Inc.), Polychemicals Department, Plastics Sales Offices: 350 Fifth Ave., New York 1, New York; 7 S. Dearborn St., Chicago 3, Illinois; 845 E. 60th St., Los Angeles 1, California.

DU PONT
Plastics
BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY

A crisp favourite

BEAUTIFULLY PROTECTED



There will be no disappointment when you eat these biscuits preserved in their original oven-freshness by Venesta Aluminium Foil. This ideal wrapping material is the choice of many manufacturers of well-known food products, so why not let Aluminium Foil guard YOUR product and YOUR name? Have you thought of the added sales appeal which lies behind a well executed colour design on Aluminium Foil? Consult the manufacturers with years of experience in the production of all types of Aluminium Foil and prove for yourself that a good selling line sells better when presented beautifully protected

with **VENESTA** *Aluminium* **FOIL**

A VENESTA PRODUCT

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Manufacturers of Plywood Containers, Tea Chests, Rubber Cases, Collapsible Tubes for Toothpaste and similar materials

D175-120


There is no finer container for quality perfume and toilet water than a handmade glass bottle.
CARR-LOWREY GLASS CO.
Designers and manufacturers of fine glass containers
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NORTH POLE
NORTH POLE

"Catching up with Santa"

★ . . . This fanciful caption — describing a charming North Pole scene pictured on the front of this sample insert — is also intended as a reminder that — ★

KUPFER yuletide papers . . .

will help merchandisers in "catching up with Santa" in promoting their HOLIDAY SALES.

KUPFER yuletide designs . . .

for smart box-coverings and gift-wrappings —enhance consumer appreciation and build goodwill.

★ ★

This insert sample is just one of a great collection of magnificent KUPFER PAPERS — including tissues, foils and metallics with rich embossings, decorative designs and ornaments, clever trademark patterns and many all-purpose designs for year 'round use.

KUPFER RECOMMENDS THESE SUPERB PACKAGING PAPERS AS EFFECTIVE AIDS FOR SUCCESSFUL MERCHANDISING

Samples Now Available
TWO NEW XMAS CATALOGS
Write for YOURS — TODAY!

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EDWARD M. MARKS CO.
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California

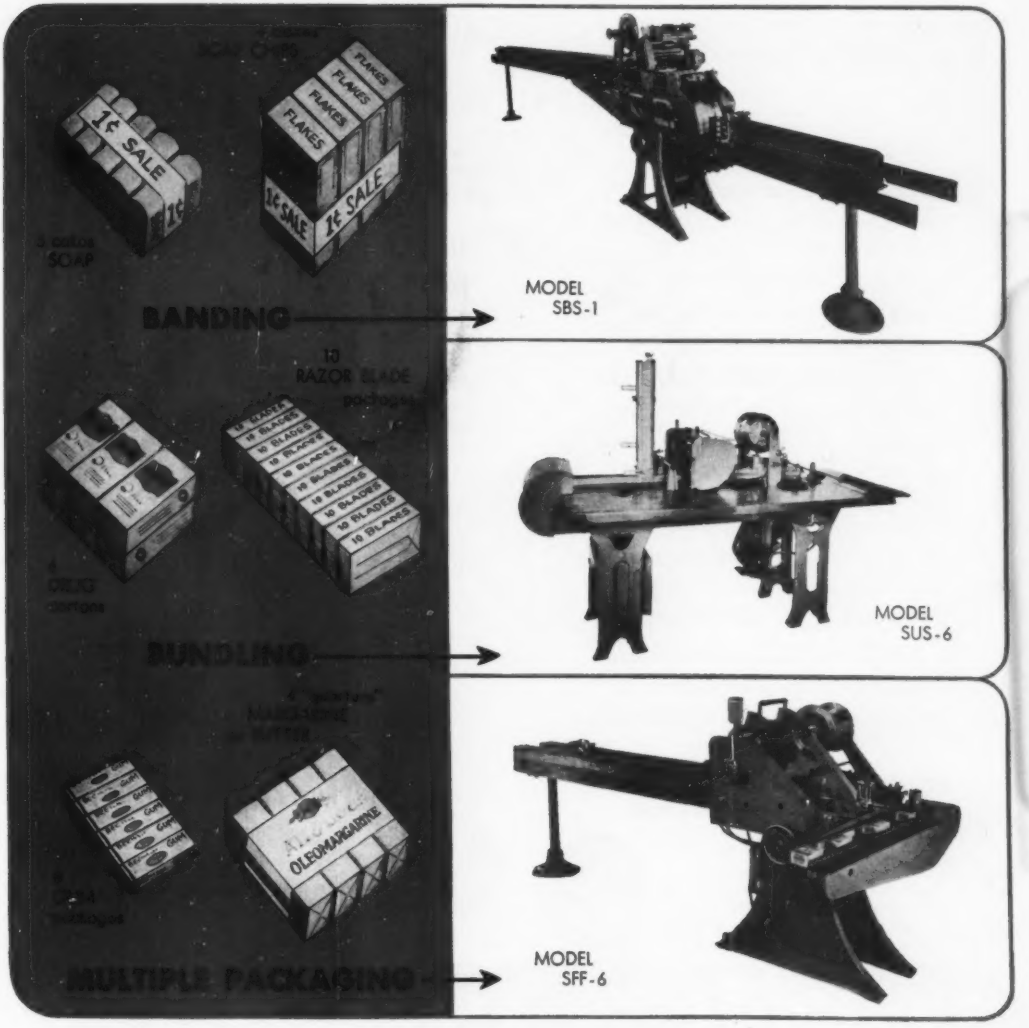
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BE SURE TO SEE THESE MACHINES

Featured at the Packaging Show

BOOTHS 422-424 — Navy Pier, CHICAGO, April 24th to 27th



Scandia MANUFACTURING COMPANY

NORTH ARLINGTON NEW JERSEY



"A good package PROTECTS and SELLS"
Says
JIM NASH
(Creator of the famous "Flying Red Horse")



"A first look can sell a product but the FIRST TASTE MAY KILL IT"
Says DR. L. V. BURTON
(Noted technical authority on foods and Executive Director of the Packaging Institute)



"GOOD PACKAGE DESIGN starts from the INSIDE OUT"
Says
FRANK GIANNINOTO
(Nationally known for his outstanding package designs)



Proper packaging protects PROFITS as well as PRODUCTS"
Says
FRANK CHILSON
(Internationally known packaging engineer)

The men who create sales-winning packages know that product protection must be built into the package *first*. Eye-appeal makes impulse sales, but repeat sales depend upon whether your product pleases the consumer.

Check the sales leaders in field after field and you will find well-designed packages . . . and over and over again, you will find a Riegel paper inside for product protection. Many other Riegel papers are designed for flexible packages, for laminates, for outer wraps and for almost every requirement in protective packaging.

Tell us your needs, and we believe we can offer you a paper that will do *your* job . . . efficiently and economically.

RIEGEL PAPER CORPORATION
342 Madison Avenue, New York 17, N. Y.

"The NEW PRODUCT and its PACKAGE must be developed TOGETHER" *Says*
DR. LUCIUS W. ELDER
(Director, Products Evaluation Laboratory, General Foods Corporation)





"Good packaging starts with ENGINEERING" *Says*
C. A. SOUTHWICK, Jr.
(Packaging Engineer and Technical Editor of "Modern Packaging")



"PROTECTION is the CORNERSTONE of Packaging"
Says CHARLES L. BARR
(President, Packaging Institute)

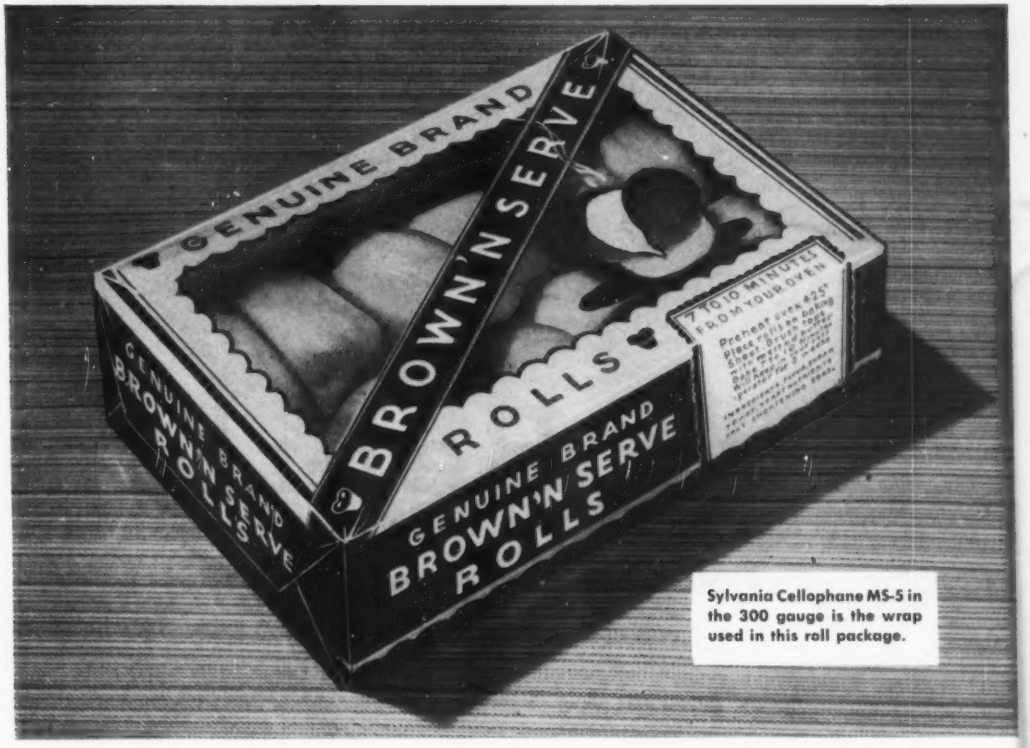


"A GOOD Package Design is MORE than art-work"
Says EGMONT ARENS
(One of America's top-flight package designers)

Riegel *Tailor-made Papers for Protective Packaging*

SYLVANIA CELLOPHANE

—the PLUS that means more sales!



Sylvania Cellophane MS-5 in the 300 gauge is the wrap used in this roll package.

Visit our booth at A.M.A. National Packaging Exposition, Navy Pier, Chicago—April 24–27, 1950

Sylvania Cellophane, MS-5 adds extra sales punch to a real "comer" in the bakery field—the "brown and serve" roll package. But remember, this is but one example of the wide use of this versatile packaging material. No matter what your packaging requirements you will find a Sylvania Cellophane tailor-made for your product.

Sylvania Cellophane is made in different gauges—with controlled degrees of moisture protection. It heat seals easily and is easily applied by hand or automatically at high speeds. It is grease-proof, durable and available at low cost. Its sparkling transparency means extra sales appeal for your product—surer profits for you!



SYLVANIA® CELLOPHANE

Mr. Cellophane is always available to help you solve your packaging problems. Talk over your requirements with your Sylvania representative or write us mentioning the specific application in which you are interested. Address Market Development, Dept. MP-4.

SYLVANIA CELLOPHANE

SYLVANIA DIVISION AMERICAN VISCOSE CORPORATION

Manufacturers of cellophane and other cellulose products since 1929

General Sales Office: 1617 Pennsylvania Blvd., Philadelphia 3, Pa.

Plant: Fredericksburg, Va.

It softens them up for sales!



Behrlon®

THE LUXURY BACKGROUND

Puts your product out in front!

Softness you can feel with your eyes, as imparted by BEHRLON flocked paper or cloth, supplies a richness of background that creates the urge to own, and sets up your product for maximum sales. BEHRLON gives an article the "lift" that enhances its value and keeps it moving on the sales counter.

The twenty-four standard shades in which BEHRLON flock is available affords color harmony with the tones of any product. Obtainable in two fibre lengths — 1/16" and 1/32", and in TUFKOTE BEHRLON where extra resistance to marring is required.

BEHRLON has what your package needs. A sample of your package would enable us to demonstrate this to your satisfaction. BEHRLON Brochure and Color Chart on request.

BEHR-MANNING

BEHR-MANNING · TROY, N.Y.

Makers of NORZON® Electro-coated Pile Fabrics

POLYETHYLENE BAGS?



Take-home Polyethylene
Bag for Ice Cubes

Yes, with this new SIMPLEX!

SOMETHING NEW IN PACKAGING by

SIMPLEX PACKAGING MACHINERY, INC., Oakland, California

Announcing initial showing of an entirely new Simplex-O-Matic at our exhibit: Booth No. 203, National Packaging Exposition, Navy Pier, Chicago, Illinois —April 24 to 27, 1950.

This new Simplex-O-Matic excels in speed, sturdiness, extreme flexibility and easy adjustment. Fully automatic bag-making, weighing, filling and sealing. All in one operation. No operator required.

SIMPLEX PACKAGING MACHINERY, INC.

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18 South Clinton Street, Chicago 6, Illinois

East Coast:

Amsco Packaging Machinery, Inc.
31-31 48th Avenue, Long Island City 1, New York

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☐ HEAT SEALING LAMINATED PAPERS

Name_____
Firm_____
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It softens them up for sales!



Behrlon®

Put

BEHR-MANNING · TROY, N.Y.

Makers of NORZON® Electro-coated Pile Fabrics



Take-home Polyethylene Bag for Ice Cubes

POLYETHYLENE BAGS?

Yes, with this new SIMPLEX!

Another achievement — this newly designed Simplex bag-making machine, capable of forming and heat-sealing polyethylene bags — thousands every hour — from roll stock or seamless tubing. Makes flat or gusset bags up to 12 inches in width by 20 inches or more in length.

This adds to the growing list of Simplex bag machines able to form bags of heat-sealing cellophane, Pliofilm, foils, glassines and laminated papers.

Simplex Savings — make your own bags.

Simplex Flexibility — quickly adjusted to various types of bags.

Simplex Simplicity — easy to operate, so ruggedly simple.

Investigate the profit possibilities of this new Simplex bag-making machine. Fill out the coupon and mail it TODAY.

Many attachments available, such as electric eye for printed rolls.

Simplex PACKAGING MACHINERY INC.

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East Coast:

Amsco Packaging Machinery, Inc.
31-31 48th Avenue, Long Island City 1, New York

SIMPLEX PACKAGING MACHINERY, INC. A
534 23rd Avenue, Oakland 6, California

Send me complete information about the new Simplex polyethylene bag-making machine. I am also interested in making bags of:

☐ CELLOPHANE ☐ PLIOFILM
☐ FOIL ☐ HEAT SEALING GLASSINE
☐ HEAT SEALING LAMINATED PAPERS

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

"National Can is as near as your telephone"

use *Quality Containers*
to PROMOTE and PROTECT....





Quality Products

Quality products sell better in *quality* containers . . . get better protection, too. So, for best results from your packages, choose those which effectively promote and protect your products. Be sure that the metal is of the best . . . that the shape is proper . . . that the label is lithographed in a distinctive colorful design. With these factors your containers will work for you in building sales.

Here is where National Can may be of very real help to you—in the design of the container itself, in the origination and layout of the illustration, in the selection of colors, in the photography. All these are created by National Can specialists working in personal cooperation, with full realization of your individual sales and protection problems. For colorful metal plate lithography and skillful package design and fabrication, you can rely on National Can's long experience in the manufacture of metal containers.

Why not improve your containers—make them worthy of your product, make them sell for you—by using the *complete* National Can package service? For details, just telephone our nearest sales office or plant.

6859

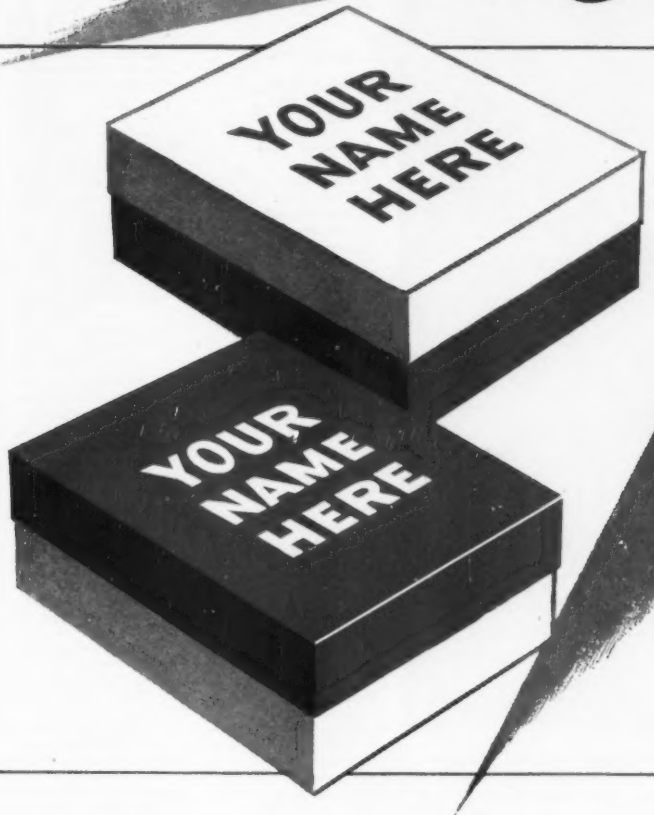
NATIONAL CAN
CORPORATION

Executive Offices: 110 EAST 42nd STREET, NEW YORK 17, N. Y.

Sales Offices and Plants in: Baltimore, Md. • Indianapolis, Ind. • Chicago, Ill. • Maspeth, N. Y. • Hamilton, Ohio • Canonsburg, Pa. • Boston, Mass. • St. Louis, Mo.

Impulse Buying





- the choice of two (or more)

Does Your Package Get *First* Choice?



OLD DOMINION
Box Company, Inc.

Plants located throughout the South

Executive Offices: LYNCHBURG, VA. • *Sales Offices:* CHARLOTTE, N. C.

OLD DOMINION BOX CO.
Charlotte, North Carolina

Please send me free the Versatility Folder that shows every type of set-up box used in my industry.

Name _____ Title _____

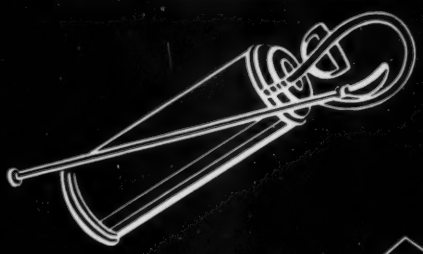
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Address _____

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We manufacture: _____

From Insecticides



To Insurance



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HELP BUILD SALES

WHETHER YOU produce or buy printed material, you can count on Oxford Papers to make it more effective in building sales for insecticides, insurance or any other product or service. This confidence is shared by printers from coast to coast who make Oxford Papers their first choice for booklets, labels, advertising inserts and direct mail.

It Pays to Remember—and Use Oxford Papers

(Here are a Few)

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- Mainefold Enamel
- Maineflex Enamel
- Engravatone Coated
- Carfax English Finish
- Wescar Offset

Your Oxford Paper Merchant Is a Good Man to Know



You will find that your Oxford Paper Merchant takes a genuine and friendly interest in your needs and problems. You'll find, too, that his recommendations are based on long experience in helping users get the greatest value from their purchases of paper. Get in touch with him today for a copy of the useful Oxford Paper Selector Chart—or write direct to us.

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230 Park Avenue, New York 17, N. Y.

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Nation-wide Service Through Oxford Paper Merchants

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OF THIS PAGE IS LACQUERED

with

PROXGLAZE*

HEAT GLAZING LACQUER

Clear, clean brilliance of Proxglaze—Pyroxylin's Heat Glazing Lacquer—simulates transparent film laminating in its utility and sales appeal—and saves you money!



USED ON

- ★ LABELS
- ★ MAPS
- ★ COVER STOCK
- ★ CANISTERS
- ★ WRAPPERS
- ★ SIMULATED PHOTOS
- ★ BOOK JACKETS
- ★ TAPES
- ★ CASE END STICKERS
- ★ CATALOG COVERS
- ★ POST CARDS
- ★ TAGS
- ★ CARTONS

Coated on sheets and webs from solvent solution, Proxglaze is already in large scale commercial use. Your own equipment may be adapted to use it, or your finisher is ready to apply it for you.

*T.M. REG. U.S. PAT. OFF.

PYROXYLIN PRODUCTS, INC.

are businessmen



COLD-BLOODED?

OF COURSE NOT! Literally, their normal body temperature is 98.6—same as laborers, engineers or any other group of people. And, figuratively, they're no more, or no less, cold-blooded—as a group.

We all know unreasonable generalizations can be dangerously false. Common sense and on-the-job experience show us the value of dealing specifically with ideas, problems—and *people.*

Let's not make the big—and costly—mistake, then, of generalizing on religious or racial groups. Adopt and *carry out* these common sense principles:

1. Accept—or reject—people on *their individual worth.*
2. Don't listen to or spread rumors against a race or a religion.
3. Speak up, wherever we are, *against* prejudice. Work for understanding.

A PUBLIC SERVICE PROJECT ★ THE ADVERTISING COUNCIL ★

Published in the public interest by:

MODERN PACKAGING



USE LUMARITH* THE WRAP THAT "Breathes" THROUGH ITS ENTIRE SURFACE

Perforated film wraps let in dust, dirt and germs . . . ventilation is uneven . . . film fog occurs away from perforations and mold-producing moisture collects.

LUMARITH* THE "BREATHING" WRAP

Lumarith film needs no holes, vents or perforations. It "breathes" evenly through its entire surface . . . exchanges fresh air for stale air . . . is waterproof, greaseproof and never fogs up.

Insist on Lumarith wraps and get tastier, tenderer, more delicious fresh vegetables, fruits and prepared meats.

Printed wraps, bags and window boxes of Lumarith are obtainable from leading converters. You can get unprinted Lumarith film—in cut sheets or rolls—from a nationwide organization of jobber outlets, or directly from Celanese Corporation of America, Transparent Films Dept. 8-D, 180 Madison Ave., New York 16, N. Y.

. . .

Scientific packaging tests conducted by Rutgers University prove that asparagus packaged in acetate (Lumarith) film and stored for 72 hours *without refrigeration* retains its garden freshness and flavor.

Celanese*

*Reg. U. S. Pat. Off. PLASTICS



PLANNED FOR *Utility*

ON THE SHELF... IN THE PACKAGE ...TO ENHANCE THE PRODUCT

CLEVELAND CONTAINERS have won world-wide renown for their adaptabilty and fine performance in packaging products of endless variety.

They possess unlimited design potentialities . . . ever with the advantages of strength at minimum weight . . . fast and convenient plant production . . . at low unit cost to the purchaser.

The following is a partial list of Utility Products now available in Cleveland Containers:

Water Putty . . . Grease Soap
Moth Flakes . . . Auto Soap
Stain Remover . . . Weed Killer
Tinning Compound . . . Seeds
D.D.T. Pump Gun . . . Tacks
Plaster Sticks . . . Rug Cleaner
Venetian Blind Cleaner . . .
Water Softener . . . Drain Cleaner
Caulking Compounds . . . Plant Food
Ant Powder . . . Tool Containers
Paint Spray Cans . . . Friction Tape
Household Deodorant . . . Ammunition
Auto Radiator Flush . . .
Garden Chemical Dust . . .
Buffing Compound . . . Scotch Tape
Auto Cleaner Paste . . .
Wood Plastics . . . Chemical Cleaners
Disinfectant Powder . . . Scouring Powders
Fishing Rod Cases . . . Photo Developer
Mechanics Hand Soap . . .
Fire Extinguisher Charge . . .
Plant Chemicals . . . Flea Powder

* * *

Send us one of YOUR products and receive our suggestions on improving its packaging. Possibly we can be of real service.

The CLEVELAND CONTAINER Co.
6201 BARBERTON AVE. CLEVELAND 2, OHIO
• All-Fibre Cans • Combination Metal and Paper Cans
• Spirally Wound Tubes and Cores for all Purposes

PLANTS AND SALES OFFICES: Cleveland, Detroit, Chicago, Plymouth, Wisc., Jamesburg, N. J., Ogdensburg, N. Y. • ABRASIVE DIVISION at Cleveland SALES OFFICES: Grand Central Terminal Bldg., New York City; Washington Gas Light Bldg., Washington, D. C.; West Hartford, Conn.; Rochester, N. Y. Cleveland Container Canada, Ltd., Prescott, Ontario • Offices in Toronto and Montreal

NEW MACHINE MAKES POLYETHYLENE BAGS
AT HALF PRICE

Produces Center-Seamed Bags from Low-Cost Flat Rolled Film
Built for High Speed Commercial Production

It's all true . . . With the new Roto Bag Machine you can slash the cost of making polyethylene bags by as much as 50%!

Why? Simply because this latest model Roto Bag Machine—designed with the aid of DuPont technicians—makes bags from flat, *rolled* polyethylene sheeting that, for bags of certain dimensions, costs one-third less than the extruded tube stock used by other equipment.

There is even more to this economy story. The new Roto Bag Machine enables you to save added dollars in the *printing* of polyethylene. That's because when polyethylene is printed in wide sheet form, as many as *five* sides can be printed in a single pass through the press. Contrast this low-cost procedure with the printing of tubing—where only *one* width can be printed at a time!

And as for output—production rates are phenomenally higher than those of similar equipment. Moreover, the new Roto Machine—like its companion model for converting cellophane, is ruggedly built for continuous, trouble-free commercial operation.

Add all these savings . . . lower material costs, lower printing costs, faster bag production . . . and you'll see why bags made on this new Roto Machine cost just about half as much as those made by any other method.

To get all the details about this new machine—including its remarkably low initial cost, just write today on your business letterhead.

WATCH IT WORK!

Don't miss seeing the brand new Roto Bag Machine in operation at the Chicago Packaging Show! Watch it turn out center-seamed polyethylene bags at lower cost than any other equipment on the market. Clock its fast production rates for yourself. Examine the fault-free, heat-sealed seams it makes on bags up to 9½″ wide and 20″ long.

Don't miss Booth 136!

ROTO BAG MACHINE CORP.

304 East 22nd Street • New York 10, N. Y.

Famous Products go to

Colgate-Palmolive-Peet Company
105 Hudson Street
Jersey City 2, New Jersey

July 12, 1949

Robert Gair Company, Inc.
155 East 44th Street
New York (17), N. Y.

Gentlemen:

We learned recently that the first sale of your Company was made on July 7, 1864 and I should like to congratulate you on your very substantial contribution to improved paper products and packaging during the past eighty-five years.

Robert Gair has been one of our Company's important suppliers for many years, in both folding cartons and shipping containers. As a matter of fact, before the merger of our Companies in 1928 the Colgate Company, The Palmolive Company and Peet Brothers were all consistent users of your fine services and materials. During all these years our business relationships have been most cordial and our benefits, mutual.

Packaging plays an important part in our business and the growth of the packaging industry has been remarkable. We feel that this is a result of close cooperation between supplier and manufacturer which will mean future benefits and advancement.

On the occasion of your Eighty-Fifth Anniversary may we extend to you our warm good wishes for continued success and prosperity.

Cordially yours,
COLGATE-PALMOLIVE-PEET COMPANY
E. H. Little
President



GAIR

*Reg. U. S. Pat. Off.

ROBERT GAIR COMPANY,

Market in Gair Cartons

VEL, FAB, SUPER SUDS and other COLGATE PRODUCTS ENJOY PRESTIGE and LEADERSHIP in GAIR CARTONS

PACKAGING plays an important part in the MERCHANDISING and PROTECTION of these famous household products. Every carton must be smartly designed and embody an irresistible sales appeal. When on display before the eyes of the consuming public, in hundreds of thousands of retail outlets, these "silent salesmen" become an indispensable "tie-in" factor with the millions of dollars invested in advertising and sales promotion by the COLGATE-PALMOLIVE-PEET COMPANY.

For many years our technical as well as our sales staff has extended close cooperation and collaboration with COLGATE-PALMOLIVE-PEET COMPANY, in packaging research, designing and the speeding up of production.

From a humble beginning, 85 years ago, ROBERT GAIR has literally grown up with COLGATE-PALMOLIVE-PEET COMPANY and many other top-flight industries.

COLGATE SHIPPING CONTAINERS

are produced in strategically located Gair Plants where dependable service is always *Gairanteed.*

• • •

Our technical staff will be glad to hear about your packaging problems. Write today.

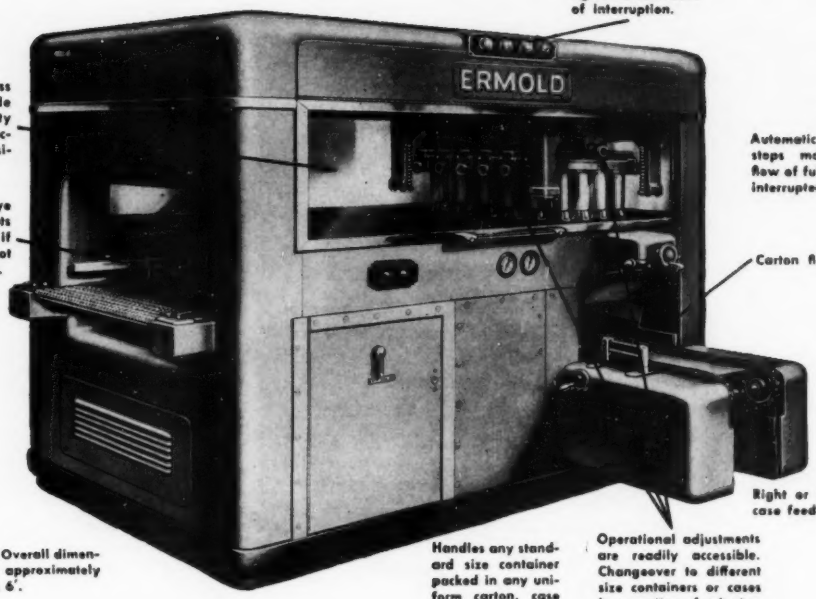


INC. 155 East 44th Street, New York 17 • Toronto, Canada

Plan Now To Put The New

ERMOLD® AUTOMATIC UNPACKER

On Your Line in 1950



After years of research and field work, Ermold has designed the most practical, most economical method of removing standard containers from cartons, cases or trays and placing the containers on the line. Plan now to integrate this new Ermold *Automatic* Unpacker into your production set-up in 1950.

Here's what the new Ermold *Automatic* Unpacker will do:

- It takes filled or partially filled cases and discharges the containers on a continuous conveyor while discharging the empty cases on either the right or left side.
- It automatically rejects odd size or badly damaged cases, under or overlength or broken bottles.
- Fully automatic safety devices not only protect employees, but also prevent damage to the machine.
- Output of the Ermold Automatic Unpacker is ample to meet most practical operating needs.

The new Ermold *Automatic* Unpacker is now being manufactured in quantity. Your Ermold representative will be glad to give you all the facts and show you how this new machine can be put to work in your plant. Write us today.

EDWARD ERMOLD COMPANY

652 HUDSON STREET, NEW YORK 14, N. Y.

OFFICES: BOSTON • CHICAGO • CLEVELAND • LOS ANGELES • MONTREAL • ST. LOUIS • SAN FRANCISCO • TORONTO • MEXICO • CUBA • ENGLAND

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RE-135

19th NATIONAL PACKAGING EXPOSITION

NAVY PIER · CHICAGO, ILLINOIS



CONVERTERS · PRINTERS AND DESIGNERS OF TRANSPARENT PACKAGING

Products of Sylvania Cellophane

CRYSTAL TUBE CORPORATION

538 SOUTH WELLS STREET • CHICAGO 7, ILLINOIS • PHONE HARRISON 3070

You are cordially invited to visit us in Booths 119-121 at the Packaging Exposition, April 24th to 27th, 1950 at Chicago's Navy Pier.

We're looking forward with pleasure to telling you about Crystal's quality and service and to showing you our line of transparent packaging for 1950.

It includes plain and printed Cellophane envelopes, bags, tubes, pouches—printed Cellophane, Foil and Glassine rolls and sheets—Holiday Bands—Cellophane and Pliofilm utility rolls—Pliofilm and Polyethylene bags—and rigid Acetate containers.

We know you'll be interested in hearing the Crystal story.

Sincerely,

CRYSTAL TUBE CORPORATION



making things *Crystal* clear!

Two OF THESE TOP PERFORMERS TO MAKE PERSONAL APPEARANCES AT THE SHOW *



THE MODEL TBS
For Automatic Tablet or Pill Counting and Filling

The fully automatic Model TBS fills bottles, cartons, boxes and other rigid containers with any desired count of pills, tablets and capsules unerringly and rapidly. It mechanically counts and drops tablets into the container, producing up to 150 filled bottles or boxes per minute depending upon the count. Because of its unique and simple design, it may be economically, easily changed over to suit a wide range of requirements.



THE SCOTT NET WEIGHER
For Packaging Free-Flowing Materials

For weighing and filling free-flowing and semifree-flowing materials into cans, bottles, cartons or bags, Scott Net Weighers have no equal for speed and accuracy. A single Dump Scott Net Weigher will operate semiautomatically at speeds up to 35-40 packages per minute; automatic units up to 60 per minute. Scott Scales are made in several sizes and types to suit product and weight specifications.



THE BOND FILLING MACHINES
For Nonfree-Flowing, Powdered and Granular Materials

Semiautomatic and fully automatic high-speed Bond Fillers handle a wide range of nonfree-flowing or dusty materials, filling at speeds up to 120 packages per minute. Bond Auger Filling machines with one, two or four filling stations are available for volume filling, gross weighing or packing.



THE MODEL C-10-CC
For Cartoning Candy

This versatile machine is receiving wide acceptance in the candy industry. It is possible on the one machine to fill an entire range of candy items without the use of extra equipment provided the same size carton is used. The C-10-CC automatically opens flat folded cartons, tucks bottoms, cuts, forms and inserts liner, volume fills candy, then folds and tucks liner top flap of carton. The liner may be omitted when desired.

These and other machines manufactured by **US** will fulfill your requirements for packaging machinery. It will pay you to discuss your problem with **US** as it has the packers of the containers shown. Write **US** today.

Send U.S. details on any of your packaging problems—we have the machines and the engineering background to help solve them.

US *Automatic Box Machinery Co. Inc.*

Owning and Operating

NATIONAL PACKAGING MACHINERY CO. • CARTONING MACHINERY CORP.

122 ARBORETUM ROAD, ROSLINDALE, BOSTON 31, MASS.

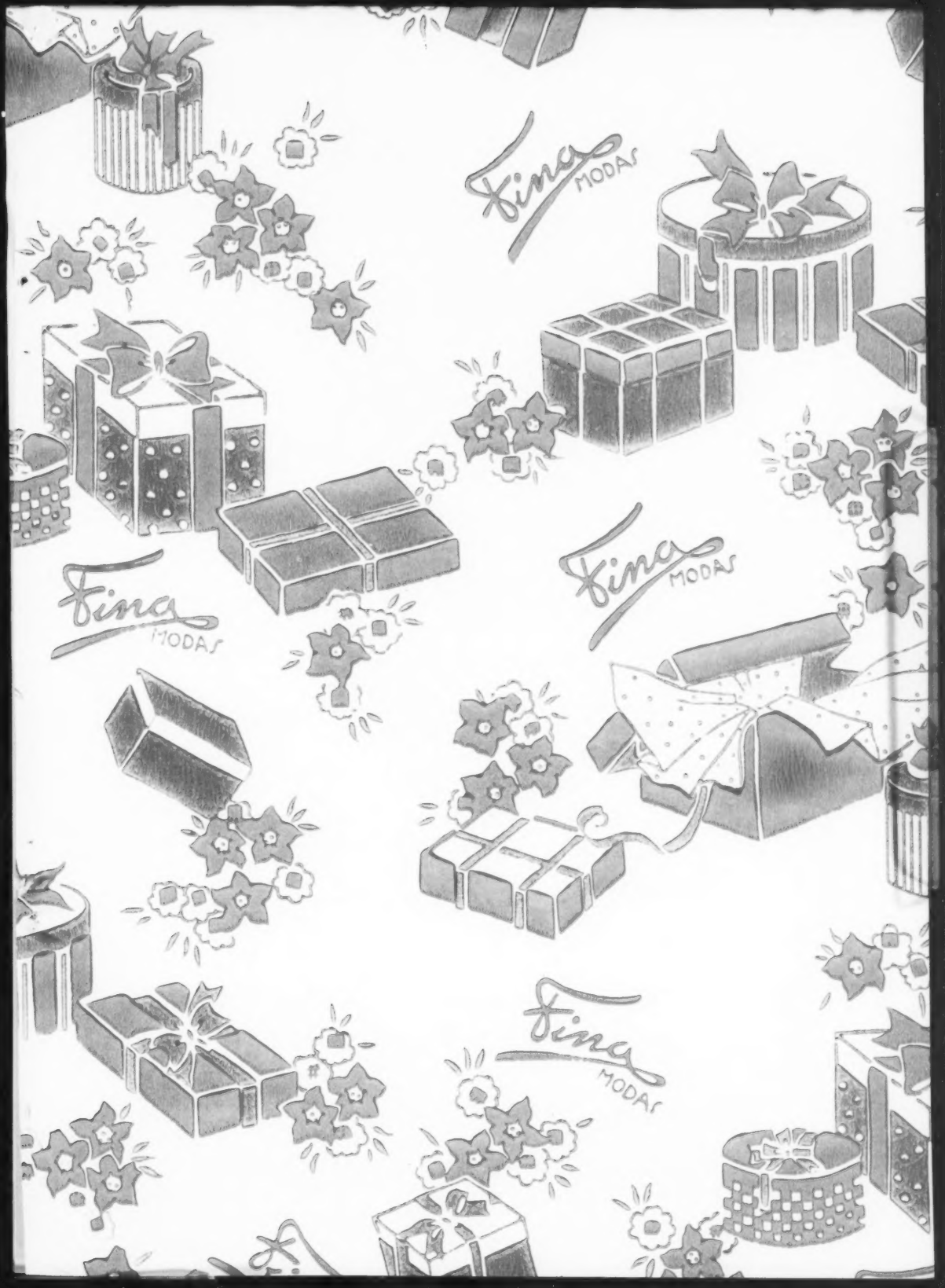
Branch Offices: NEW YORK CLEVELAND CHICAGO
LOS ANGELES (KRUGH EQUIPMENT & SUPPLY CO.)

*

SEE US AT THE NATIONAL PACKAGING EXPOSITION

You are cordially invited to see **US** at the National Packaging Exposition, Booth 107, on the Navy Pier in Chicago, April 24 to 27.

We'll have U. S. Automatic machines and equipment operating and on exhibition for your inspection.


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The Crowning Touch in Box Coverings & Wrappings

PERFECTION DECORATIVE PAPERS

by ROYAL

For paper of rare beauty and distinction, see the ROYAL FAMILY of Decorative Papers. This great line offers literally thousands of inspiring new designs — all bearing the master touch of America's outstanding decorative paper stylists. Remember that "Paper by Royal" can add that extra touch of pleasing value to whatever you sell.

Box Coverings & Wrappings
For All Occasions

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For an individual touch, we have many attractive designs in which your name or trade-mark can be incorporated at but slight additional cost. Specify PERFECTION PAPERS by name when ordering.

Our papers are also available in other weights for gift wrapping and window displays.

THE CROWNING TOUCH—A ROYAL PAPER

ROYAL PAPER CORPORATION

Manufacturers of Decorative Papers

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Send for a sample of SUN TUBE'S exclusive new "satin-finish" shoulder aluminum tube today!

No die marks! *No* ridges! Just satin-smooth "satin-finish" shoulders on Sun Tube's handsome new aluminum tubes.

Result: This exclusive Sun Tube development makes your product look like $1,000,000. (Yet it costs no more than any other aluminum tube!)

But send for a sample and see all this for yourself. And on your say-so, we'll fill your order with the same fast, dependable service Sun Tube's been giving for over 25 years. Just phone or write our home office or nearest representative.

- **NEW "SATIN-FINISH" SHOULDERS!** A Sun Tube exclusive!
- **BEAUTIFUL SOFT-LUSTRE FINISH!** Improves the looks of your product!
- **NO DIE MARKS OR RIDGES!**
- **PLUS ALL THESE QUALITY TUBE ADVANTAGES!**
  - Extra flexible
  - Clean, strong, uniform
  - Clear reproduction—any design or color
  - Costs no more than other quality tubes

Aluminum Tubes by Sun Tube

Sun Tube Corporation, 181 Long Ave., Hillside, N. J.

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St. Louis 1, Mo. . . . . . *M. P. Yates, Arcade Building*
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San Francisco 3, Calif. . . . *King & Anderson, Western Merchandise Mart, 1355 Market Street*
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FREE SAMPLE!

Please send me your new aluminum tube with the exclusive "satin-finish" shoulder. No obligation, of course.

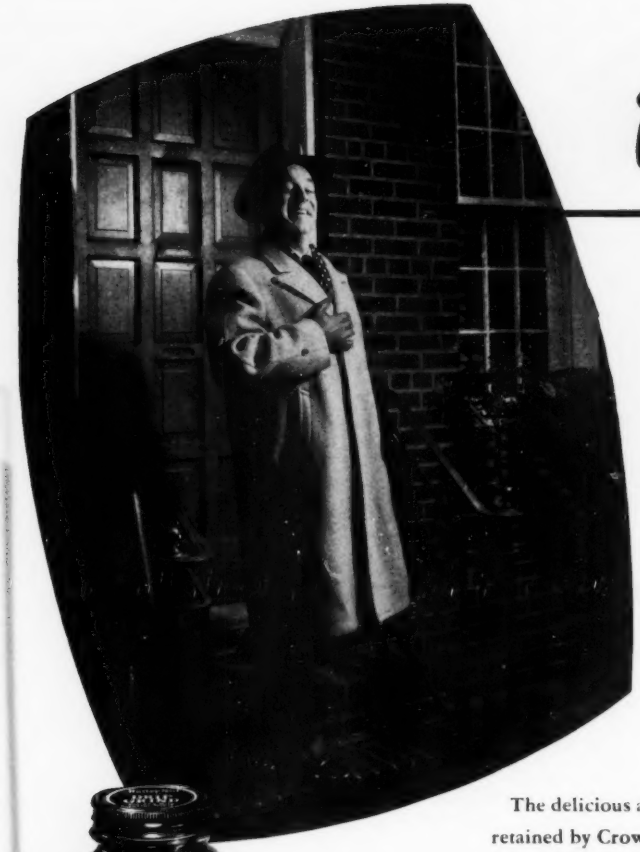
Name_____

Name of Company_____

Address of Company_____

City_____ Zone____ State_____

MP-40



it's a grand feeling...

There's nothing like a good cup of coffee to start a man's day right, and Paxton and Gallagher Co., Omaha, Neb., does just that with their famous "Butter-Nut" coffee.

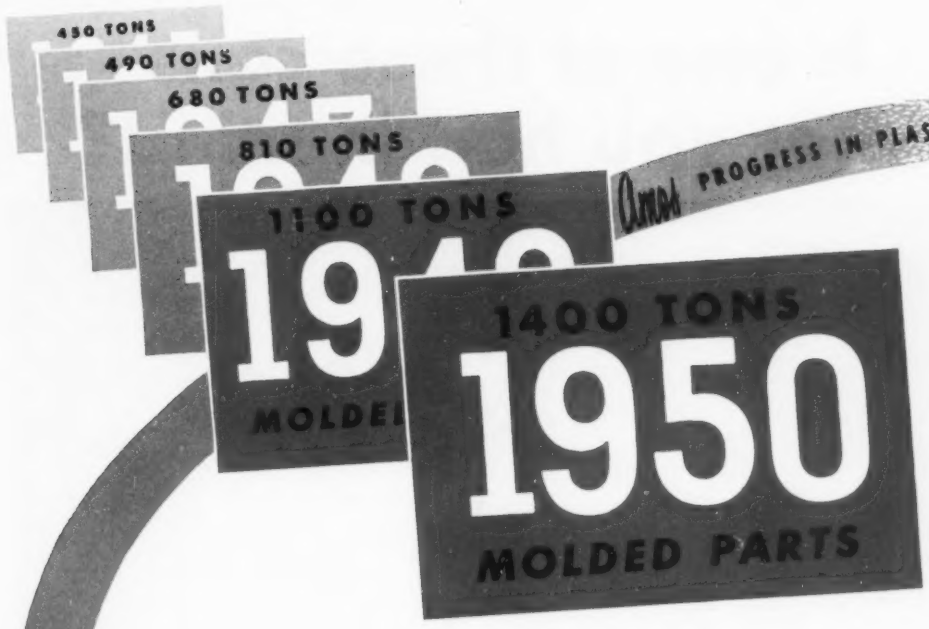


The delicious aroma and flavor of "Butter-Nut" coffee are retained by Crown's Deep Hook Thread caps, Slip Rubber Ring lined—a perfect original seal and re-seal. The cap threads under-grip the jar thread and the thick-cut rubber rings take care of glass variations.

Crown specializes in sealing glass containers, and its vast manufacturing facilities, research and analytical laboratories are at your service for the asking. Crown Cork & Seal Company, Baltimore 3, Md. *World's Largest Makers of Metal Closures.*

CROWN CLOSURES

Approved by millions of housewives



not how much but HOW WELL

▶ YES—AMOS is *in step* with the "PROGRESS IN PLASTICS"

An impressive 1949 production record is already being surpassed with the addition of LARGER equipment for molding BIGGER parts.

And the formula at AMOS continues to be *quality* combined with *quantity*.

AMOS *offers complete molding facilities* . . . with Designing—Engineering—Mold Making—Molding and Finishing all under *one* roof . . .

PLUS INGENUITY and EXPERIENCE!

See the proof at Amos Display Booths 143-144. Please bring *your* plastic problems with you and discuss them with AMOS engineers.

Write for our new 52-page booklet, picturing in full color the sales and engineering ideas developed by AMOS for every industry.

SEE US AT



BOOTHS 143-144

Amos
MOLDED PLASTICS...

Injection Molding Specialists
. . . 12 to 48 ounce capacity



Is one of these cans what you had in mind?



Name your product — and we'll wager that Continental can package it in style. We make hundreds of different sizes and types of cans, and a complete assortment of steel pails and drums. And if you're looking for something new in the way of merchandising appeal, we can give you lithography of prize-winning quality. Our staff of research scientists and technicians is constantly working to improve existing containers and develop new packaging techniques. And, with plants all over the country, we can assure you of a dependable source of supply. Why not check with Continental — today!

You can't beat Continental as a dependable source of supply!

CONTINENTAL CAN COMPANY

Eastern Division: 122 E. 42nd St., New York 17 Central Division: 135 So. La Salle St., Chicago 3 Pacific Division: Russ Building, San Francisco 4



SET-UP
PAPER
BOXES

SHOUP OWENS

incorporated

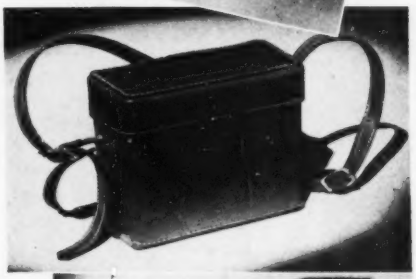
HOBOKEN NEW JERSEY

Leather Patterns

can help you sell more packaged products



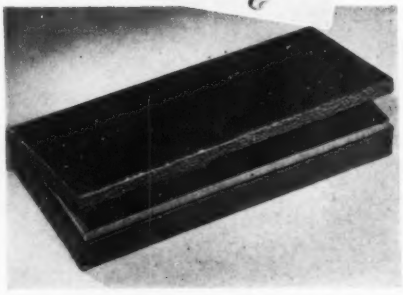
THAT'S WHY MANY MANUFACTURERS ARE BUYING



fabricated leather*







This new product, available in a wide selection of smart colors and distinctive patterns, contains genuine leather fibers. Fabricated Leather looks, feels and wears like genuine leather, but is a fraction of its cost.

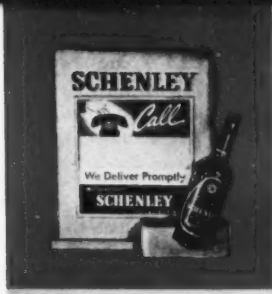
Tough, flexible and durable, Fabricated Leather offers unlimited decorative possibilities in packaging all types of items. It will help you add smart design and extra sales appeal to your product for original or re-use packaging.

If you have a product and a packaging problem, we'd like to exchange ideas with you. Write today for samples and quotations. No obligation, of course.

**Registered Trade Mark*
Composed of approximately 40% ground leather by volume, plus other ingredients.

UNI-MARK, INC.

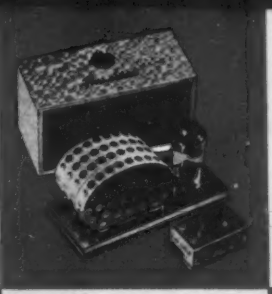
New York: 454 Fourth Avenue
Boston, Mass: 60 South Street



*

Three Dimensional Displays

At local retailers, in department stores, Chaspec three-dimensional displays tell them which brand to buy.



*

Distinguished Packages

Packaging that is striking, appealing and not expensive . . . a constant treat of surprises is served up by Chaspec.

*

Leather Specialty Cases

Chaspec cases enhance the value of scientific and precision instruments. Give protection, too.



*

Point-of-Sale Merchandisers

This Chaspec unit keeps your product prominently displayed and acts as your "silent salesman."





*

Molded Thermaloid Plaques

Chaspec's exclusive process for reproducing facsimiles of solid metal and wood high relief plaques.



*

Gift & Re-use Containers

Let Chaspec create a worthy setting for your prized products.

*

Product Demonstrators

Put products where the customer sees them, handles them . . . buys them.



*

Sampling & Testing Stands

Another example of how Chaspec designs a utility unit with romantic appeal.



embossing
forming
die-cutting
blanking
coating
enameling
lining
leaf-stamping
laminating
spraying
assembling
combining
gluing
finishing
mounting
silk screening

metal
paperboard
wood
foil
composition
fiber
paper
masonite
glass
sheet plastics
leatherette

*Chaspec packages and displays keep your merchandise moving

Frankly, not everything Chaspec makes is our own creation . . . Many of our outstanding successes have emerged from "half-baked" or even crazy ideas. But Chaspec's know-how, ability and facilities have transformed many a hazy dream into a practical and profitable reality.

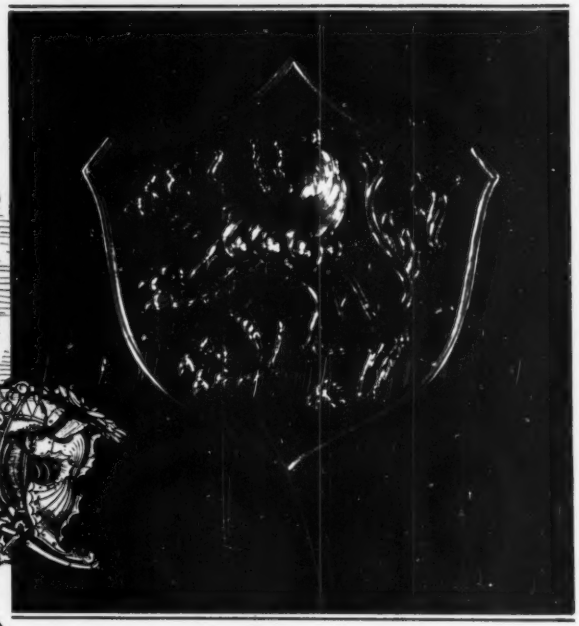
Chaspec Manufacturing Co.

GREENWICH • CONNECTICUT

MAKERS OF FINE PACKAGES AND DISPLAYS SINCE 1920

Challenge



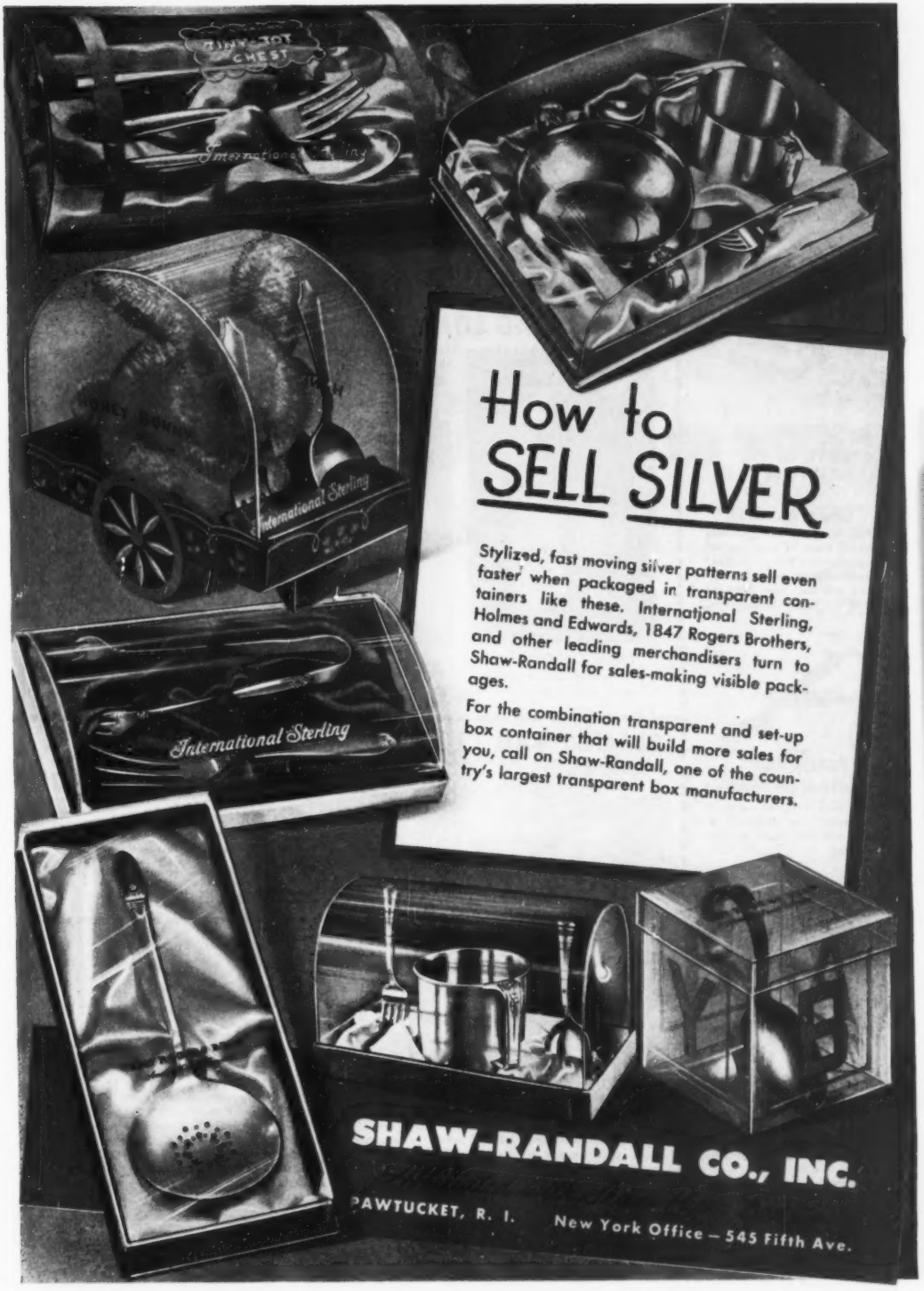


It's the man who pays . . . but the woman ultimately purchases your goods. Attract the male, sell the female with indi*visual*ized packaging by Cameo! Men's toiletries today offer a challenge with provocative seals, tags, labels and box wraps created by Cameo. No man can withstand a challenge . . . especially designed by Cameo!

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For the combination transparent and set-up box container that will build more sales for you, call on Shaw-Randall, one of the country's largest transparent box manufacturers.
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"CRIMPMASTER"

Will form an air-tight seal on all types of heat sealing cellophane. With "Teflon" covered jaws and thermostat will seal such films as Pliofilm and Polyethylene.



"STOR-PAK"

Hand Heat Sealing Iron

Provided with adjustable thermostat and designed to heat seal any heat sealing material.



"CLAMCO"

Hand Heat Sealer

This heat sealer is designed for sealing ready-made bags. Equipped with a thermostat control switch, temperature can be regulated to required temperature for sealing such films as Cellophane, Pliofilm and Polyethylene.

CLAMCO BAG LOADER

Package by weight or count by the Grower ... at the Warehouse ... or at the Store



POSITION No. 1

Bag is held open by spring activated split funnel.



POSITION No. 2

Platform is raised to permit produce to roll—not drop—into bag.



POSITION No. 3

Depressing platform contracts funnel and releases loaded bag.

CLAMCO BAG CLOSURES

Simplifies and securely closes bags after they are filled



POS. 1



POS. 2



POS. 3

Pos. 1 Take full bag, close up open top with one hand and twirl with other hand.

Pos. 2 Place bag on counter and place Clamco Bag Closure around neck of bag.

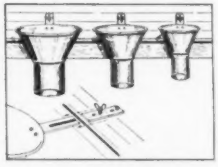
Pos. 3 Press ends of Clamco Bag Closure firmly together—and bag is tightly closed with extended neck as a convenient handle.



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PORTABLE *Flush-type* HOT PLATE

Avoids recessing a plate in a fixed position. An end seal adapter is provided to accommodate B.F.D. and other style nesting trays, as well as straight sided cartons or trays.



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Made in three sizes to fit all packaging requirements. Easily attached to counter board. With these funnels an assembly line can be quickly set up and efficiently operated.



LETTUCE LOADING FUNNEL

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BROTHERS COMPANY

SINCE 1826

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406 Pearl St.	131 Colvin St.	1315 Race St.	980 Hudson Ave.	Lister Ave.

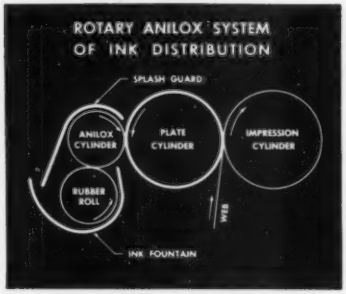
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Now you can get faster, better package printing than ever before with inks developed by IPI. The exacting demands of modern package printing are met by new and improved IPI inks that dry faster, have greater resistance, more uniformity, brilliant color and better adhesion to the new, hard-to-print stocks. They produce printed ink films that are odor-free, hold up against rubbing, running, fading and chemical action—and do not print through food or soap wrappers.

IPI inks for package printing are the product of both scientific research and practical experience. Skilled chemists in modern, efficient research laboratories work closely with designers, product engineers, printers and buyers.

To insure best results, package printers should get in touch with their ink supplier early—*the best time is while the package is still in the dummy stage.* Then colors may be selected which can be matched in printing inks with the desired working qualities and special characteristics. Many package designers and printers consult with IPI early in their preparations. Thus they avoid trouble at press time when delay is most costly.

FREE—"COLOR FOR PACKAGE PRINTING" Your Color problems will be easier to solve if you know the answers in advance. That's why IPI prepared the booklet "Color for Package Printing". It has 14 color sketches, including the full hue circuit. And it also tells about new inks and processes, how to select printing inks to meet specifications. For your free copy, ask your IPI salesman or write to us at 650 11th Ave., New York 19, N. Y.



FAMOUS IPI ANILOX SYSTEM of ink distribution is now featured in nearly all new Aniline-type presses. Basic idea of this system is positive control of ink film thickness regardless of press speed or other factors (within practical limits). The Anilox roller feeds a measured amount of ink to the plate for precise printing control.



COLOR CONTROL FOR PACKAGE UNIFORMITY is important—whether packages in a brand family are printed by one or by several processes. The distinctive red of Colgate Ribbon Dental Cream and Colgate Tooth Powder packages is a prime example. It is kept uniform within narrow limits although printed on tubes by dry offset, on box-board by letterpress and on tin by offset lithography. IPI inks and IPI color control service contribute much to this uniformity. With the G. E. Recording Spectrophotometer, IPI can plot permanent curves of your colors that can't fade or "look different" under different lights. Then press standards can be established with light and dark limits. Colors printed anywhere at any time can be checked against these standards. Ask us about leading firms using IPI color control service.

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With IPI Inks That Dry Faster, Have Greater Resistance, More Uniformity With Brilliant Color, and Better Adhesion to New, Hard-to-Print Surfaces



KROMEKOTE, GLASS, POLYETHYLENE and other hard-to-print surfaces are no problem to IPI ink users. IPI research and know-how have developed inks for printing on glass, Kromekote, metal foils, glassine, plastic sheeting and films. Ask us about new Anilox inks for quality printing of polyethylene on aniline type presses.



FREE COLOR GUIDE FOR BOXBOARD is typical example of IPI Color service to package printers. This guide shows 40 colors (varnished and unvarnished), on both clay coated (American Coating Mills) and patent coated board. Colors were picked by experts as best suited for general package printing. Send for free copy now.



IPI VAPOSET INKS SET INSTANTLY on moist corrugated or fibre board. They permit immediate fabrication of printed stock—no waiting for inks or board to dry. IPI Vaposet inks are also ideal for food wraps and packages because they're odor-free. Perfect for bread wrappers—can go through waxing machine 2 hrs. after printing.

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ASK US ABOUT YOUR PACKAGE PRINTING PROBLEMS

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IPI "PRESS-TESTED" OFFSET INKS for Grand Prize winning packages . . . like this Swift's Premium Quick Frozen Food beauty. More and more leading lithographers choose IPI "Press-tested" colors (regular and process) and blacks for package and label work of all kinds.



IPI METALLIC INKS make good packages look better. For clean cut, sparkling results, many package printers choose IPI gold and silver inks. These Magic Foil packages are printed with IPI silver and IPI gloss Blue. They profit by an eye-catching color scheme, yet have that "quality look" so important to self selling items. IPI has metallic inks for all stocks.



IPI HAS 'EM—MATCHES FOR ALL COLORS shown in the new G.C.M.I. color charts. Now package printers can get all these new colors from any one of IPI's 31 branches and service stations throughout the country. Colors should be ordered by number as shown in the color charts just issued by Glass Container Manufacturers Institute, Inc., 8 West 40th St., N.Y. 18.



INKS TO MEET TOUGH PACKAGE PRINTING SPECS are a specialty with IPI. For instance, inks must not "print through" butter and soap wrappers onto the product. Other tough specifications are resistance to grease, heat, alkali, gases, moisture, sunlight, rubbing. IPI laboratories have perfected inks to meet every need of package printers. We welcome your inquiries.

key...to better PACKAGING

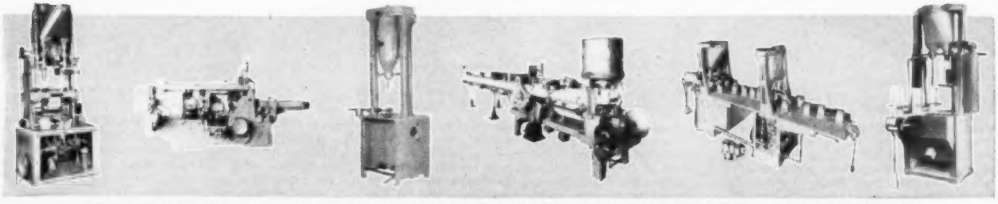


What selling force is greater than the packaged product which appeals to our desire for good health and clean wholesome food . . . In food packages, the packages must convey these impressions with their provocative and attention-getting design. To this end, S & S Packaging Machinery is designed and manufactured to stimulate the sales of your products . . . through neater-looking, more uniform packages which create buyer preference. Whether you need one machine, or a complete line of packaging machinery, contact S & S first. We will be pleased to offer a solution to your packaging problem without obligation.

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15-30-60-160 PER MINUTE

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A COMPLETE LINE OF FILLING AND PACKAGING MACHINES

Tri-State RIGID PLASTIC BOXES Write a SWEETER Sales Story ...for Welch's



The James O. Welch Company, one of the nation's principle manufacturers of top quality candy, selected Rigid Plastic Boxes to add new sales stimulous to their product.

Following the introduction recently of Welch's Candy Dish—a delicious 10-ounce mixture of Pom Poms, Junior Mints, and Ditto Nuts in a crystal-clear transparent Rigid Plastic Box—sales of this candy have increased steadily. Buyers can see the product—and that's what pays off in sales! They can see that it's taste-appealing candy, that the measure is full, and that they get a handy BONUS utility box with every purchase.

To excite a new sales potential in your product, investigate Tri-State Rigid Plastic Boxes. We've a wide assortment of stock sizes and shapes for you to choose from. Or we'll mold to your specifications. Write or call any of our offices for a better solution to your packaging problems.

This stock box 4⅝"x4⅝"x1¼" by America's pioneer manufacturer of injection-molded Rigid Plastic containers filled the bill for The James O. Welch Company. For style, adaptability and economy, Tri-State *naturally* led the field.

The best Rigid Plastic Boxes are Injection Molded by

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ATF-KLINGROSE

Rotogravure Cylinder

PROOF PRESS *provides quick, accurate proofs before chroming cylinders: a big money saver!*

AT BOOTH 153
19TH NATIONAL PACKAGING EXPOSITION
APRIL 24-27, 1950
NAVY PIER CHICAGO

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Milprint salesman who has helped develop many saleswinning packages in a great variety of industries. He interprets your packaging problem to

Milprint merchandising men whose wide experience in manufacturing, sales management and merchandising contribute a special combination of talents to the development of your package. Their merchandising suggestions are brought to life by

Milprint designers who have created the art treatment for thousands of successful packages. They have a practical knowledge of packaging materials and printing processes. But their special ability is knowing how to combine color, sales elements and design to put more "sell" into your package. Once the design has been completed and okayed

Milprint production men who have helped develop many Milprint packaging "firsts" carefully guide the final steps in building a successful package for you. Inventors as well as skilled craftsmen, they have designed much of the modern converting equipment used in Milprint's fourteen great plants.

This is the Milprint team, men who know how to build successful packages. Their 50 years of packaging experience can help make *your* package do a better selling job.

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PACKAGING MATERIALS
LITHOGRAPHY & PRINTING

General Offices, Milwaukee, Wisconsin
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This Insert Printed by Milprint, Inc.

No. 4 of a series on how "Nashua's Knack" Pays Off in Better Packaging, Wrapping, Sealing, Labeling

For Quality Controlled Velours Nationally Advertised Brands look to NASHUA

ELGIN AMERICAN PEARLS
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TURQUOISE COTTON
VELOUR





HALLMARK CARDS
14328
WHITE RAYON
VELOUR

If *your* product can profit by the dramatic richness of cotton or rayon velours for packaging or display . . . go *all the way* with Nashua quality controlled velours.

"Quality control" adds uniformity of shades and uniformity of working properties to the eye-appeal and feel-appeal of velour — Nashua ships *precisely* what was specified in shipment after shipment. 14 shades of cotton velour and 17 shades of rayon velour are available in stock for prompt delivery. Sizes 26½" to 40" Write for samples of velour at its workable best — to Nashua.

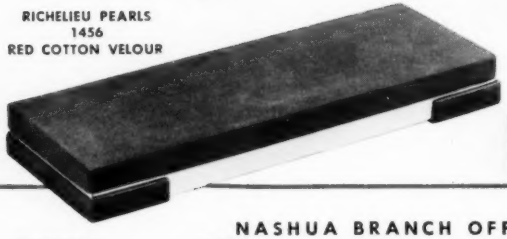
U. S. PLAYING CARD
(Canasta Sets)
1428
TAN COTTON VELOUR





THE MAILLARD CORP.
(Chocolates)
1428
TAN COTTON VELOUR

RICHELIEU PEARLS
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RED COTTON VELOUR





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GREY COTTON VELOUR

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NASHUA, NEW HAMPSHIRE

NASHUA
MAKES PAPER MAKE MONEY FOR YOU

Modern packaging

Vol. 23 No. 8 April 1950



Mass-market packaging

THE VARIETY STORE IS A RUGGED PROVING GROUND FOR THE KIND OF PACKAGING WHICH TODAY MUST SELL EVERY KIND OF MERCHANDISE EVERYWHERE WITH LITTLE HELP FROM PERSONAL SALESMANSHIP

On the stationery counters of a large variety chain last year, a little mechanical Valentine greeting card intrigued shoppers no end. It had a smiling face when you pushed a paper slide one way—looked dour and forbidding when the slide was pushed in the other direction. It sold like hotcakes.

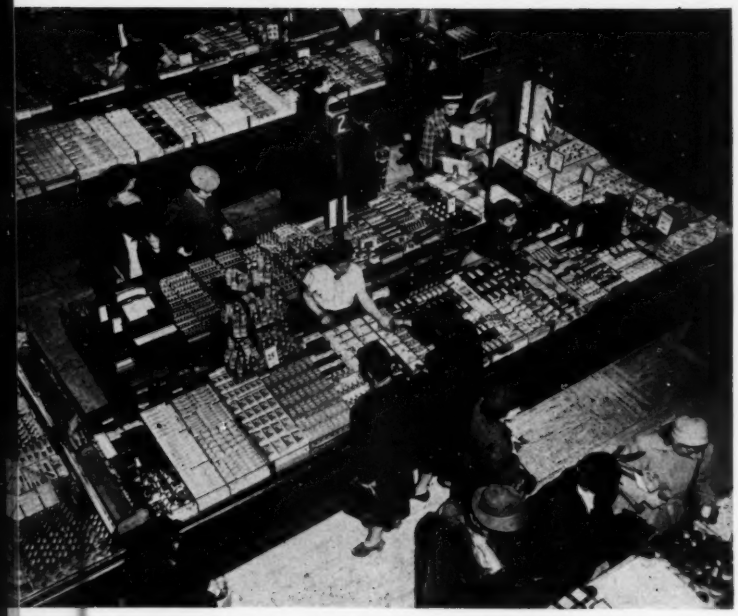
Anticipating similar results, the same chain put the same item on the same counters in the same location this year. But it didn't move. Nobody could figure out why until the head office sent out a crack merchandise man.

He took one look at the counters. Practically all the faces on the Valentines were turned to show the dour expression. He set the girls to work turning the slide on every one to show the smiling face. The stores ripped open every shipment and re-arranged every face to show the smiling countenance. Sales zoomed.

Examples like this show pointedly the meticulous care that must be taken in planning packaging for the 5-cents-to-$1 variety-store market—a market which at one time or another includes practically every man, woman and child in the United States—to the tune of 2½ billion dollars a year in the seven major chains, the smaller chains and independents.

Whether it's Valentines or baby pants or carpet tacks, the above incident illustrates the little tricks of package presentation, enabling the package literally to sell itself, that must be observed if a package is to be successful under conditions of limited and often ineffective clerk service that exists today in every type of retail store.

There is an intermediate area between clerk service and true self service—it might well be called "limited service"—in which the clerk is not expected to, or is unable to, do more than answer your questions and take your money. There is no element of real personal salesmanship. That is the type of selling that the



OPEN DISPLAY must be given to 25,000 to 30,000 items in the average variety store, about 80% of them packaged. Packages must be designed for the beating they get in open display; they must attract shoppers; they must tell all about product when clerk service is limited.

variety store pioneered. Today it has spread to the drug store, the hardware store, the department store—practically everywhere that packaged goods are sold from a counter at retail.

This article, therefore, examines the type of self-selling packages that the long-experienced variety stores find most successful—not merely for the benefit of those packaging specifically for the variety store, but for the basic principles it may convey, applying to every type of package sold everywhere by "limited service."

The variety store started as the five-and-ten. In a day when other merchants coded their prices and kept goods behind the counter, these stores put the price plainly on every item and placed it on the counter, in the open, where shoppers could pick and choose and buy by simply handing their money across the counter.

The variety stores learned how to put hard-to-handle items on cards. They demanded that soilable items be wrapped in transparent packages—visible for examination, but covered for protection. They asked that everything be labeled so clearly that the shopper could tell at a glance what an item was for and how to use it. They became past masters at package presentation and display to attract the impulse purchase. By such methods they have expanded to sell—still exclusively for cash and within a limited range of prices—everything from teapots to turtles, Bibles to baby bonnets, hairpins to garden hose, nail polish to nylons.

The average variety store today carries from 25,000 to 30,000 items, probably 80% of them packaged and all are given open display. Variety-store shoppers, with their likes and dislikes, their selections and rejections, are a practical barometer of American buying habits. Makers of many popular branded toiletries, notions, stationery items, etc., do from 20 to 66% of their volume on variety-store counters.

Packaging greatly improved

The 250 entries in this year's Variety Store Packaging Competition sponsored by the publication *Variety Merchandiser*, as well as comments by variety-store merchandising men, indicate outstanding improvements during recent years in package protection, attractiveness and economy. This progress is largely the result, it is felt, of consistent educational work through store organizations and business publications to acquaint manufacturers with specific requirements of packaging for this type of selling. But there is still room for improvement, it is believed, to incorporate better package styling and better convenience features for the consumer.

More and more packages, however, are being designed to take the beating which merchandise receives in open display. Heavier gauges of transparent warppings and new films are eliminating many of the previous complaints of breakage from handling and pressure. Carded items, which at one time were the bane of the sales girls' existence, are appearing on sturdier paperboard which makes them easier to handle and display. Many of the cards are lacquered to prevent soiling. Improved methods of securing items to cards are reducing the number of items that come loose and fall off. This improvement is particularly noticeable among hardware items, home furnishings, hair goods and notions, which a few years ago were among the worst offenders.

There also appears to be a better understanding among manufacturers of package sizes required for the variety-store bins. Fewer instances are being reported of the scheming and improvising by display divisions to make carded items fit within the counter space limits. The stores are receiving fewer cards that have to be folded over, bent up in the middle or wedged in the bins so tightly the consumer can't get at them. There are fewer mistakes in card sizes a fraction of an inch too wide so that they have to be trimmed by hand in the stores to make them fit.

Wider use of trial shipments by the chain organizations to test out the effectiveness of a package on the counters is also helping to eliminate many former mistakes. A manufacturer whose package is not right at first can thus be given proper specifications for future shipments.

Today's packaging also shows that manufacturers are making a real study of packaging techniques and more frequently are employing expert de-

sign services to assure the best principles of color and pictorial treatment, lettering and printing.

Well-planned informative labeling is being used to give greater brand prominence, to tell at a glance what a package contains, what the product is used for, how to keep it clean, to designate styles and sizes. This, of course, is a must for today's selling anywhere. If the product is a hair rinse, the maker is putting enough information on the label to make the customer understand its advantages and its uses. Labels on paint cans now often tell the customer what quantity is needed to cover a specified area in square feet.

Store managements report less overpackaging. More packaging is being streamlined to variety-store economy, eliminating wrappings and containers that put too great a price burden on a product that must sell in a value market. More packages are being designed in convenient shapes and in weight for customers to pick up and examine.

Shipping units are also being better planned to meet store requirements. Less frequently are manufacturers making the mistake of adopting a minimum unit so large that it keeps



SELECTED for top awards in 1950 *Variety Merchandiser* packaging competition. Notions group: Talon Seam-Thin Slide Fastener package for outstanding design emphasizing thinness of new zipper. Hardware group: Autoyre racks for strong brand identity and excellence of well-planned descriptive labeling. Seasonal group: Paas Easter Egg Decorating Kit for eye-catching color and realistic illustrative treatment. Toy group: Wobbly Choo Choo box for clever effect of animation achieved by shape of window and platform. Toiletries group: Mum for design with memory value and appeal to both men and women.

smaller variety stores from trying a new line or because it ties up too much money in inventory.

More convenience needed

"Despite the many improvements in packaging, however, any one of us can walk up and down the aisles of our stores and point out examples of packages that are vulnerable as clay pigeons from a merchandising standpoint," said one buying executive at *Variety Merchandiser's* clinic.

EACH SECTION of a variety-store counter is spaced into trays or bins of specified widths. Packages must be planned for those widths, not fractions too wide that must be trimmed off, or too narrow to waste space. Every square inch of space must produce a certain dollar volume every day. If a packaged item does not, then something else will be put on the counter that will.



So far most of the emphasis in the variety store has been on packaging that suits the requirements of the retailer—strong packages to protect the merchandise, eye-catching packages to attract the shopper, economical packaging that helps to increase the profit margin. But not enough attention has been given to packaging that makes things more convenient and easier for the customer.

Right-handed packages

Every package expected to sell itself should be designed so that a woman can pick it up and examine the contents with her right hand, says a leading sales-promotion director. Practically every shopper in the limited-service type of store is a one-handed customer; she either has a baby on her left arm or has it laden with bundles and a handbag. There is no place on the store counter, as there was in former days, for her to put the bundles down, while a sales girl leisurely shows the stock.

After she buys, she is annoyed if she has a package that doesn't work easily.

Take nail polish bottles. Does the cap ever come off easily? When replaced after usage, it sticks even worse.

Take heat-sealed cellophane bags. Unless there is a tearing tape or some other tearing device, it's sometimes a terrible struggle to get them open.

Take the conventional cigarette package. Sure, it's easy to open if there is a tear tape, but once open what a mess of tobacco sifts out into your pocket or your purse!

Take the key-opening can. An improvement over a can opener—but what do you do with a sardine can when the key is missing, or when the key slips while you are rolling off the metal top?

One store executive believes it's high time that refinements in such packaging be given serious consideration. He mentioned several examples of sales increases resulting when convenience factors were given proper study.

His chain sold two competing brands of household glue in collapsible tubes. One was an excellent product—better than the other—but the inferior one outsold the better one two to one. Why? Because it was equipped with a dispenser closure that was easy to open and reclose, while the other one had a standard cap that was almost impossible to get off once it was recapped after usage. Sales people observed this difference. The manufacturer was notified, changed the closure to an efficient dispenser type and immediately his glue began outselling the other brand.

Variety stores like factory prepacks with carry-home handles for bulky, fragile items such as china and glass. These cartons and boxes can save breakage, make stock taking easier, speed sales and offer a convenience to the customer. They must be planned, however, so that they require no further exterior wrapping in the store. And they must be designed without too much exterior promotional matter that the customer will resent carrying on the street—especially if it proclaims the purchase of cheap glass tumblers.

Care must be taken also to see that the units, varieties, etc., so packaged are right. One chain received a shipment of very attractive tumblers with nautical designs—ships, anchors, fish, etc. The manufacturer had packaged them in units of eight to the carry-home carton—each eight alike to make a set. It was discovered that consumers preferred units of eight, but in an assortment rather than matched. If one or two glasses were broken in the home, then replacement was easy if all were of different design. To speed up sales, the store repackaged all of the matched sets into assortments. Such mistakes were time consuming and costly, but once the switch was made, sales increased immediately.

Styling the package

All mass-market stores today are extremely conscious of package styling. Question after question at the recent variety-store clinic dealt with problems of styling value items to high-fashion trends in ready-to-wear, accessories, home furnishings and housewares. These stores are committed to the sales philosophy of bringing to the masses more and more of the niceties of life formerly enjoyed only by the rich. Any way that philosophy can be presented by styling up a package to give more value—dime for dime, dollar for dollar—is sure to win favor in the variety store.

Price preferences

The manufacturer who packages for the variety stores must also know something about price trends. In

spite of the many higher-priced items that are finding new channels through variety-store outlets, 80% of total store sales still are made on items selling from 10 cents to a dollar; only 20% of the sales are for $1 to $5 or more. Items at 10 and 25 cents are the best sellers. Twenty-five cents is a more popular figure than 29 cents, which shoppers are inclined to consider just an up-pricing of a 25-cent item—and 25 cents is better than 19 cents, which they regard as an up-jump from 15 cents. Items priced at 20 cents are just plain out of date, the customers regarding this figure as a 10-cent item marked up. These particular psychological factors seem to be peculiar to the variety store.

Transportation is also a factor that affects the package, due to vast differences in geographic locations of the stores. A New England manufacturer, for example, planning an item to retail at 25 cents, must figure his total costs carefully, including packaging, or he can lose a lot of money if a large volume of his orders come from the Southwest, Northwest or Far West.

For similar reasons, prices vary slightly on the same items in stores of the same chain in different geographic locations. This is why the variety chains prefer not to have prices printed on the packages except for items that are fair traded.

Basic requirements

Buyers in big-volume stores and chains have the reputation of being tough to sell. To get a favorable audience, a manufacturer must be prepared to show that his merchandise and his packages meet the rigid requirements. In this rugged market, every square inch of space must produce a certain amount of dollar volume every day. If it doesn't, other items are put there that will.

Manufacturers who expect to win and hold that space must plan their packages so that counter space will not be wasted through widths of packages which are fractions too wide for the standard-sized bins.

All variety-store counters are laid out in sections—each section spaced with bins or "feature boards" in widths of 4, 5, 6, 7, 8, 9 and 10 ins. Feature boards are usually 14 in. long and practically all small-wares items are arranged to fit in these standard spaces.

The larger and bulkier items are allowed two or more widths to provide the required area.

Some variety organizations maintain "laboratory" stores under the direction of a display manager, whose staff is continually employed to arrange merchandise in these bins to achieve maximum space utility and to see that leaders are placed in front positions nearest the customer. The layouts planned by these staffs are used as the models for the whole chain—each item receiving its stock number for placement in that position in each store. Arrangements are based on one thing only—sales.

For example, children's socks come in four colors—white, yellow, pink and blue—many of them now packaged in open-end cellophane bags for customer examination, protection from soilage and simplified stock keeping. White has always been the biggest seller, so the white socks, in various sizes, are placed in the front bins. This year—for the first time—a certain chain is placing the yellow socks directly in back of the white—yellow, in this instance, according to actual sales results, having moved up to second place in sales—surpassing blue for the first time.

No matter how attractive the package, it doesn't make the front line until its salesmanship is proved—but a good package can help tremendously the sales of an item to reach the counter-front position.

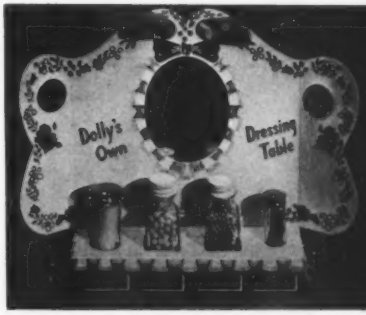
The average mass-market buyer considers so elementary today the recognized basic principles of efficient packaging—protection, economy and eye appeal—he does not feel that he can waste his time educating an inexperienced manufacturer in those fundamentals. The newcomer, he believes, should make his own extensive observations in the stores to find out the requirements before he takes his product to the buyers. If there is still a doubt, then he should take samples of his package to the buyers while it is in the development stage. If the chain considers an item worthy of a listing, it may also be willing to try it out on the counters with a test shipment. This offers further oppor-



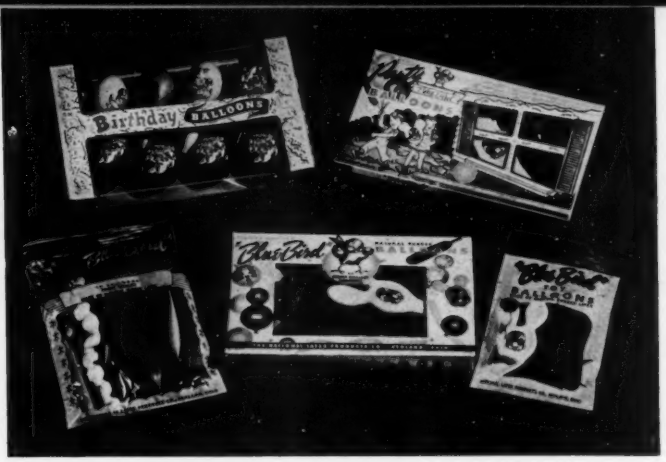
GOOD VALUE is the basic philosophy of variety-store merchandising. These Gayla cards of bob-pins were designed to convey the idea of value—all on one card, but they convey the appearance of three for 25 cents.



HARD-TO-HANDLE item is efficiently packaged by use of stapled, die-cut sleeve which holds extension cord and plug together, provides visibility of plug and gives all selling data.



TOY FEATURE of this carton for candy attracts many impulse sales in toy department—top-volume department in variety stores today. Mirrors are polished steel disks and ovals.



BALLOON SALES have boomed since leaders have packaged assortments in clever window cartons and cellophane bags like these adopted by National Latex Products Co. Such packaging encourages the purchase of larger units and wins the acceptance of parents for its cleanliness.

tunity to correct packaging mistakes before the item gets into volume production.

Trends in buying

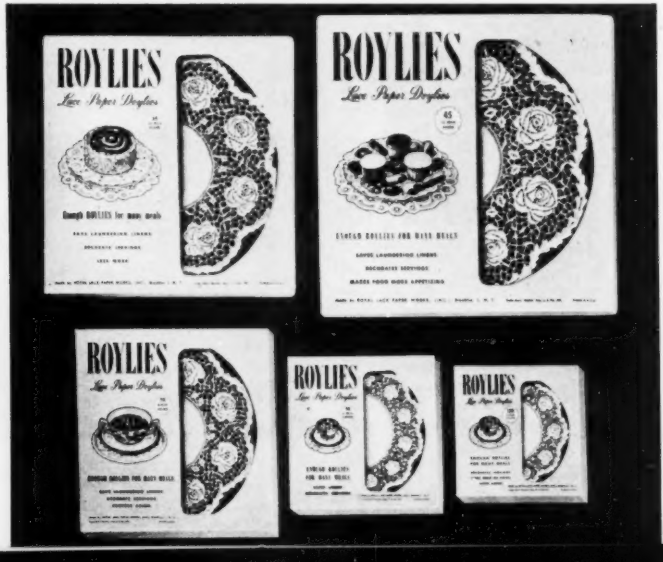
Manufacturers in all markets can use the variety store as a barometer of buying trends in big-volume products. About 15 years ago the variety-store leader was candy; 10 years ago it was toilet goods and cosmetics. Immediately preceding the war, it was notions. During the war the leader was stationery to supply the demand for writing materials to millions of mothers, wives and girl friends writing letters to G. I. Joes all over the world—including people who had never written letters before. Immediately following the war the volume department was piece goods—bed spreads, curtains, towels, dish cloths, plastic yard goods, etc.,—for the thousands of new homes started by returning veterans and their wartime brides.

Today, the leader is toys—toys for the millions of three-, four- and five-year-old kids, yesterday's war babies who are responsible for the tremendous increase in population of the last decade. As these children grow up, they will create a tremendous buying group at a given age-group level. Soon they will be going to school, which will mean a market for a vast amount of packages for school supplies. They will need packaged items of ready-to-wear, foods, home furnishings, toiletries and drugs to feed, clothe and house them and to keep them in good health. Their buying habits will quickly be reflected in the type of merchandise that is manufactured and packaged for the variety-store counters.

Thus the variety store is useful to packagers not only as a market in itself—not only as a testing ground for all mass-market selling—but as a literal weather vane of changing winds in mass-market buying habits.

Special acknowledgement to *Variety Merchandiser* for assistance and photographs of prize-winning and honorable-mention packages; to S. H. Kress & Co., S. S. Kresge Co., for information and photographs; to L. C. Shockley, sales promotion manager, McCory Stores Corp.; George Reiner, package designer, New York, and S. E. Williamson, vice president and merchandise manager, H. L. Green Co., Inc.

PAPER GOODS—doilies, napkins, etc., are big-volume sellers on the variety-store counters—due to packaging that makes them easy to stock, easy to handle, keeps them clean and suggests their many uses to the strolling shopper. This is Roylies family of doilies in folding cartons that suggest product uses and show pattern through the windows.



CREDITS: ***Talon—folder, Lord Baltimore Press, Baltimore, Md.; wrap, Goodyear Pliofilm. Autoyre hardware—labels and cards, Brooks Banknote Co., Springfield, Mass.; cartons, Robertson Paper Box Co., Montville, Conn. Paas Easter Egg Decorating Kit—artwork, Mildred Kaiser, Newark, N. J.; cartons, Keystone Folding Box Co., Newark, N. J. Wobbly Choo Choo—carton, SCS Box Co., Palmer, Mass. Mum Deodorant—design, Egmont Arens, New York; jar, Hazel-Atlas Glass Co., Wheeling, W. Va.; lithographed closure, Owens-Illinois Glass Co., Toledo, Ohio; carton, National Folding Box Co., Inc., New Haven, Conn. Gayla Bobby Pins—artwork, William Connelly, Chicago, Ill.; cards, Columbian Lithographing Co., Chicago, Ill. No-Shok extension cord—sleeve, Acme Paper Box Co., Chicago, Ill. Dolly's Own Dressing Table—carton, Richardson Taylor Globe Corp., Cincinnati, Ohio. Roylie Doily—cartons, Continental Folding Paper Box Co., Inc., Ridgefield, N. J. Blue Bird Ballons—window cartons, A. L. Garber Co., Ashland, Ohio; cellophane envelopes, Shellmar Products Corp., Mt. Vernon, Ohio, and Oneida Paper Products, Inc., Clifton, N. J.***

Pay dirt

THE GO-STICK, FOR SPINNING AUTO WHEELS, PROVES ONCE AGAIN THAT ANYTHING WILL SELL IF A PACKAGE GIVES IT PURPOSE

Packaging people are fond of saying that almost anything, regardless of its intrinsic value, can be sold if presented in a package that makes use of the contents convenient and purposeful. A classic example of this is the "Go-Stick," which is simply a paper tube filled with otherwise-useless metallic grit. To the motorist stuck at an icy curb, it becomes a treasure beyond price. He simply drops a Go-Stick under the spinning wheel of his automobile—and away he goes.

The utility and value of this bag of "dirt" is so instantly apparent that it is selling like hotcakes in department stores across the country, wherever it has been introduced—six orange-colored Go-Sticks in a black-and-orange set-up box for $1. To two young men who have made the waste material from an iron-ore mine a profitable, sought-after item goes the credit for one of the neatest packaging ideas of the year.

John A. Stephens and Charles W. Turner of Construction Sales Corp., Albany, N. Y., are really in the business of reducing mountains of iron-ore tailings at Lyon Mountain—a Republic Steel mine near Plattsburg, N. Y.—to a mole hill by selling them for use in construction work. It occurred to Messrs. Stephens and Turner one day in the fall of 1948 that if the fine tailings were packaged correctly for Go-Stick use they would have a brand new market for the material that would include just about everybody who owns a car.

Originally, paper dynamite-tamping bags were used, but experiments proved that a light-weight kraft tube would break easier and the package was changed to the present 18-in.-long tube of orange-colored kraft, printed in black. Each tube contains 1⅛ lbs. of grit, heavy enough that it won't be thrown back when the spinning wheel hits it. The telescope box has a life-sized reproduction of the tube on the cover, while the end panels have illustrations of its application. An additional use suggested on an amusing comic-strip pictorial instruction folder inside is to sprinkle the contents over icy sidewalks or steps around the house.

During the winter of 1948 a limited number of "Go-Sticks" were supplied to service stations and a few department stores, but this winter was the first to see wide distribution of the product, now backed up by advertising and promotion. Many of the department stores advertised it as an ideal $1 Christmas gift and Marshall Field & Co. reports it sold 1,000 boxes a day for several weeks as the result of two ads. The John G. Myers Co., Inc., an Albany department store, sold over 3,000 boxes during the Christmas rush.

The raw material is shipped from Lyon Mountain to Construction Sales Corp.'s two plants in Utica, N. Y., and Geneva, Ill., in gondola cars. It is first dried out thoroughly so that it will flow easily into the filling hoppers.

The flat paper tubes, received at the plants with one end glue sealed, are opened by means of an air jet on one side of the fillers before the operator places them over the pouring mouths. Although filling is a manual operation, an operator is able to fill 400 tubes per min., according to the company. The filled tubes are crimp sealed at the open end and enough slack is left for the chisel-shaped ends that they can be wedged under the car wheel easily.

CREDITS: *Paper tubes, Union Bag & Paper Corp., New York. Boxes, Newburgh Paper Box Co., Newburgh, N. Y., and Utica Box Co., Utica, N. Y. Shipping cartons, Capitol City Container Corp., Albany, N. Y.*

LIGHT-WEIGHT KRAFT TUBES, 18 in. long, are filled with 1½ lbs. of sand-like metallic grit, the fine ore tailings from an iron mine. Tapered, chisel-shaped ends of the orange-colored Go-Sticks wedge against the car wheel so that they break. A box of six of the sticks retails for approximately $1.





The Packaging Show

Navy Pier, Chicago, April 24-27, 1950

IT WILL BREAK ALL RECORDS FOR SIZE AND SPACE, WITH 240 EXHIBITS STRETCHING A MILE AND A HALF; 'HALL OF FAME' TO BE ON DISPLAY

Stretching the length of the two long parallel halls which comprise Chicago's Navy Pier, nearly a mile and a half of exhibits of packaging materials and equipment will greet the expected 15,000 visitors at the American Management Assn.'s 19th Annual National Packaging Exposition and Conference April 24 to 27.

The Exposition will far outstrip all previous efforts, both in number of exhibitors and in display space. The exhibitors' list covers 240 companies, occupying 140,000 sq. ft. of space, in comparison with last year's 207 exhibitors in 115,000 sq. ft. at Atlantic City. Every conceivable type of material and form of package will be on display and it is estimated that more than 100 different packaging machines will be shown in operation on the Exposition floor.

A special feature of this year's show will be the first public exhibit of Packaging's Hall of Fame, giving recognition to a project started by MODERN PACKAGING in January, 1949. The American Management Assn. is sponsoring the exhibit, which will be at the eastern end of the North Hall, near the entrance to the Packaging Theatre. The purpose of the exhibit is the same as that of the series of cover stories which MODERN PACKAGING is publishing: to pay honor to some of America's oldest and most famous packaged products and to point out, through their example, some of the basic elements of packaging success. The original art work for the 16 MODERN PACKAGING cover illustrations that have so far appeared in the Hall of Fame series will be shown framed, in a gallery-type exhibit, along with the actual packages that appear in the illustration and a brief listing of the points on which the package is considered to have qualified for the Hall of Fame. The nominations are made by an independent board of judges in consultation with the editors of MODERN PACKAGING.

The layout of Navy Pier is an unusual one, but it has several advantages for a combined exposition and conference such as this one. The pier, which extends three-quarters of a mile into Lake Michigan, opens from the foot of E. Grand Ave. Beyond the large common entrance hall, where all visitors will register, the pier divides into two separate halls, designated (see attached diagram) as North Hall and South Hall. From the Exposition registration area, the visitor can enter either hall, but beyond that point he can cross over only at the two open crossover points shown on the diagram. The visitor making a complete tour will go to the far end of one hall, cross over and come back through the other hall.

Conference headquarters are conveniently located just inside the South Hall. A large area has been set aside for Conference registration and just beyond that—ahead of the exhibit area—is the room for Conference sessions.

In addition to exhibit booths lining both sides of both halls, center-island exhibit areas have been set up at three points in each hall. Approximately half-way down each hall there will be a snack bar just outside the exhibit area. The regular Navy Pier restaurant is available at the far end of the South Hall, while the Packaging Theatre, in which films provided by exhibitors will be shown continuously, is at the end of the North Hall.

Packaging Week will get under way with the Conference opening at 9:45 a.m., Monday, April 24. The Exposition doors will open at noon on Monday and remain open until 6 p.m.; on other days the Exposition hours will be: noon to 10 p.m. Tuesday; noon to 6 p.m. Wednesday; 10 a.m. to 3 p.m. on Thursday, the final day.

Five Conference sessions are scheduled—morning and afternoon on Monday and Tuesday, and morning only on Wednesday.

As is customary, the subject matter for the Conference has been selected on the basis of returns from a questionnaire sent to 1,000 companies in all kinds of packaging activity throughout the country. According to J. D. Malcolmson, AMA's vice president for packaging, the returns clearly indicated that major interest was in reducing production costs, improving and protecting product qual-

ity and increasing sales. The pro- been arranged by the AMA's Packag- ALUMINUM CO. OF AMERICA, *Booth*

Conference Program

Navy Pier, Chicago, April 24–26, 1950

MONDAY MORNING

Chairman: J. D. Malcolmson, *Technical Advisor, Robert Gair Co., Inc., New York.*

9:45 Opening address *by* Lawrence A. Appley, *President, American Management Assn.*

10:00 THE ROLE OF PACKAGING IN INTRODUCING A NEW PRODUCT—Lester Bergren, *Assistant General Sales Manager, Kraft Foods Co., Chicago.*

11:00 EVALUATING THE RELATIVE COST OF PACKAGING MATERIALS AND METHODS—John J. Clarey, *Assistant Vice President, Bristol-Myers Co., New York.*

MONDAY AFTERNOON

2:00 INCREASING PACKAGE EFFECTIVENESS AT THE RETAIL LEVEL—*A panel conducted by* Jack Griffin, *Advertising and Sales Promotion Coordinator, Consolidated Grocers Corp., Chicago.*

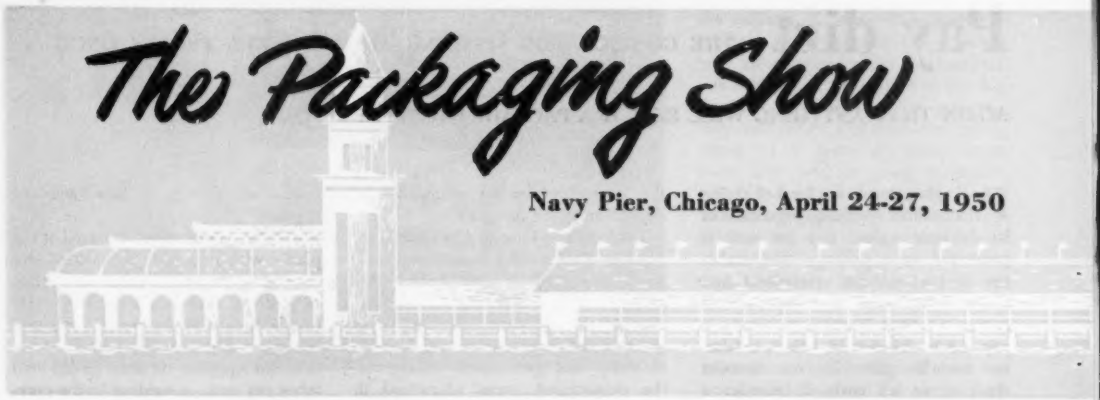
Package Design—Egmont Arens, *President, Society of Industrial Designers, New York.*

Store Layout—Donald Deskey, *Donald Deskey & Associates, New York.*

Promotion—Oliver M. Gale, *Public Relations Division, Procter & Gamble Co., Cincinnati.*

Drug Retailing—John J. Weber, *District Sales Manager, McKesson & Robbins, Inc., Chicago.*

Soft Goods Retailing—A. R. Farmer, *Advertising Manager, Mercury Mills, Ltd., Hamilton, Ont.*



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ity and increasing sales. The program has been organized accordingly.

More than 25 experts, chosen for their accomplishment and experience, will lead discussions of the newest techniques for consumer and industrial packaging and packing techniques. Following the opening session dealing with the broad, general subjects of sales stimulation and economy through packaging, there will be a six-man panel on packaging viewed from the retailers' level; a half-day demonstration of packaging, packing and shipping techniques by General Electric engineers; a session on loss and damage reduction in shipping, and a technical session which will concentrate on the newer uses for plastics in packaging.

It is emphasized that the Conference sessions are open to both members and non-members of AMA, members having merely a slight advantage on the registration fees. Fees for the full conference are $12 for members and $15 for non-members; $6 and $7 for one day, and $4 and $5 for a single session.

Registration for the conference can be made in advance by application to the Packaging Division, American Management Assn., 330 W. 42 St., New York 18. Conference registration automatically admits to the Exposition, but Exposition badges—for which there is no charge—will not admit to the Conference.

Several other packaging organizations will meet in Chicago during Packaging Week and numerous companies plan private sales meetings. The Packaging Institute will have a joint luncheon of all Technical Committees at the Furniture Club, in the Furniture Mart, on April 25, followed by brief separate committee meetings. The Packaging Machinery Mfrs. Institute will have its semi-annual dinner at the Sheraton Hotel on April 24.

Ample hotel accommodations have been pledged by leading Chicago hotels, including the Palmer House, Morrison, Congress, Bismarck, Sheraton and LaSalle. Requests to any of these hotels mentioning the National Packaging Exposition will receive priority. Special bus transportation on a regular 15-minute schedule from downtown hotels to Navy Pier and return has been arranged by AMA.

The Exposition, as usual, is under the management of Clapp & Poliak, while the Conference program has been arranged by the AMA's Packaging Division Planning Council, headed by Mr. Malcolmson and including W. Gordon Bennett, Frank A. Biederman, Dr. F. C. Campins, Robert de S. Couch, Lee R. Forker, Henry J. Howlett, W. R. Hummel, O. E. Johnson, Douglas Kirk, Richard W. Lahey, L. W. Ledbetter, S. W. Mackenzie, Glenn Mather, R. C. Reed, D. E. Rueckert, Paul Vogt, John A. Warren and R. F. Weber.

Members of the Exhibitors Advisory Committee are J. W. Cowan, chairman; A. B. Clunan, Alan S. Cole, N. A. Fowler, H. L. Greene, Robert D. Handley, D. S. Hopping, S. Y. Hyde, M. P. Junkin, Clarence F. Manning, E. J. Marsh, Russ Matthews, Paul Meelfeld, Tom Miller, L. L. Pilliod, Paul Thompson, Floyd L. Triggs, Mills W. Waggoner, Richard Wellbrock and Ben M. Williams. Mr. Handley also is chairman of the Packaging Theatre Committee.

The attached guide to the show contains a complete numbered diagram of Exposition booths with an alphabetical list of all exhibitors and booth numbers up to press time; the program for the Conference, and a map of downtown Chicago in relation to Navy Pier. The following alphabetical list gives details of exhibits, names of key personnel attending and hotel headquarters for all those exhibitors who answered MODERN PACKAGING's questionnaire before the deadline:

A-B-C-PACKAGING MACHINE CORP., *Booth 111.* Automatic top and bottom short case sealer. *Personnel:* O. A. Rupp, M. P. Neal.

ACME STEEL CO., *Booth 312–314.* Wire stitching machine for bag closures and for corrugated or solid fibre containers. *Personnel:* F. R. Grove, J. H. Prout, K. J. Pedersen, J. J. Filas.

ADDISON-SEMMES CORP., *Booth 251.* Two displays, one featuring a combined packaging and materials-handling program, the other showing how packaging materials are currently being handled and packaged in an all-corrugated unit load with paper pallet. *Personnel:* J. S. Addison, D. R. Semmes, R. E. Frase, B. C. Nelson, N. H. Petersen, N. E. Mandernack. *Hotel:* St. Clair.

ALGENE MARKING EQUIPMENT, INC., *Booth 218.* Demonstration of Algene roller printers and conveyor marker. *Personnel:* M. Amin, M. Mann, A. Lorrison, Mr. Kupersmith, N. Newman.

ALUMINUM CO. OF AMERICA, *Booth 430.* New extra-wide Alcoa aluminum foil, Alcoa closures and aluminum collapsible tubes. *Personnel:* T. A. Torrence, A. C. Bakken, T. M. Hill, N. Olsen, D. O. Rowley, R. V. Elliot. *Hotel:* Sheraton.

AMERICAN CAN CO., *Booth 241–245.* Display of representative sizes and styles of containers for numerous industries. *Personnel:* H. M. McCormack, W. E. Vaughn, G. W. Reese, D. G. Magill, M. P. Cortilet, D. B. Craver, F. B. Newcomb, F. G. Jewett, J. W. King, S. Y. Hyde.

AMERICAN PERFORATOR CO., *Booth 235A.* New Model 700 photo-electric code-dating perforator in operation with a belt conveyor, perforating a code in the heat-sealed portion of cellophane bags at speed of 200 items per minute. *Personnel:* C. S. McAlister, E. W. Morton, F. A. Gates, A. N. Wagers, J. R. Anderson, E. Rix, H. Stedman, A. Wagner, P. Seiler.

AMERICAN SPECIALTY CO., *Booth 160.* Packaging equipment for pre-packaging of fresh garden produce; new American Pretzer bagging machine. *Personnel:* H. N. Ricket, N. M. Pippert. *Hotel:* Morrison.

AMERICAN TYPE FOUNDERS, *Booth 153.* New six-color rotogravure press for printing cellophane, laminated foils, light board stocks and paper labels, gift wraps and cartons; press comprises six printing units and surface rewind, with attachable cut-off sheeter. *Personnel:* F. MacArthur, E. G. Stacy, E. H. Kling, F. C. Gerhart. *Hotel:* Palmer House.

AMSCO PACKAGING MACHINERY, INC., *Booth 203.* Demonstration of Simplex-O-Matic high speed bag maker-filler-sealer; Corley-Miller Model MPUS wrapping machine; Corley-Miller Model BL sheeter-gluer; Amsco rotary bag-sealing machine; Holm and Whiz-Packer filling machines; Simplex Model 4-7 bag maker for polyethylene; conveyors; hotplates; heat-sealing irons. *Personnel:* R. Gaubert, B. B. Josi, E. Messmer, J. Sylvester, M. H. Corley, J. P. Corley, R. H. Freeman. *Hotel:* Sheraton.

ARABOL MFG. CO., *Booth 213–214.* Display of adhesives for packaging. *Personnel:* W. A. Weaver, E. E. Diedrichs, A. J. Leary, L. Eickstedt, F. McCourt, R. A. Bailey, R. L. Muther, G. W. Gray, C. L. Brunette, A. L. Gnewuch, J. B. Vesely, D. Beach, J. A. Louvier, W. G. Schelthoff, G. Muther, W. F. Knobloch, E. A. Altman, W. H. Miller, F. Belletire, J. Cihlar, J. Hirschle, R. P. Michand, E. Rossbach. *Hotel:* Seneca.

ARENCO MACHINE CO., INC., *Booth 147.* Tube filling machine; samples of (*This list continued on page 273*)

Conference Program

Navy Pier, Chicago, April 24–26, 1950

MONDAY MORNING

Chairman: J. D. Malcolmson, *Technical Advisor, Robert Gair Co., Inc., New York.*

9:45 **Opening address** *by* Lawrence A. Appley, *President, American Management Assn.*

10:00 **THE ROLE OF PACKAGING IN INTRODUCING A NEW PRODUCT**—Lester Bergren, *Assistant General Sales Manager, Kraft Foods Co., Chicago.*

11:00 **EVALUATING THE RELATIVE COST OF PACKAGING MATERIALS AND METHODS**—John J. Clarey, *Assistant Vice President, Bristol-Myers Co., New York.*

MONDAY AFTERNOON

2:00 **INCREASING PACKAGE EFFECTIVENESS AT THE RETAIL LEVEL**—*A panel conducted by* Jack Griffin, *Advertising and Sales Promotion Coordinator, Consolidated Grocers Corp., Chicago.*

Package Design—Egmont Arens, *President, Society of Industrial Designers, New York.*

Store Layout—Donald Deskey, *Donald Deskey & Associates, New York.*

Promotion—Oliver M. Gale, *Public Relations Division, Procter & Gamble Co., Cincinnati.*

Drug Retailing—John J. Weber, *District Sales Manager, McKesson & Robbins, Inc., Chicago.*

Soft Goods Retailing—A. R. Farmer, *Advertising Manager, Mercury Mills, Ltd., Hamilton, Ont.*

TUESDAY MORNING

9:30 HOW GENERAL ELECTRIC TACKLES ITS PACKAGING, PACKING AND SHIPPING PROBLEMS. A complete half-day demonstration by GE executives and technicians discussing the analysis and solution of specific problems. Case-history demonstrations with the actual materials and methods used will range over the entire scope of GE products.

TUESDAY AFTERNOON

MORE EFFECTIVE PACKAGING FOR THE REDUCTION OF LOSS AND DAMAGE IN SHIPPING.

Chairman: William H. Clay, *Swift & Co., Chicago.*

2:00 Loss Reduction Through Modern Techniques of Carloading and Bracing—Edward Dahill, *Assn. of American Railroads, Chicago.*

2:45 Advanced Packaging Practices for Shipment by Truck—William L. Yingling, *National Classification Board, American Trucking Assn., Inc., Washington, D. C.*

3:30 Practical Developments in Packaging for Export—Frank W. Green, *Industrial Packaging Consultant, Springfield, Mass.*

WEDNESDAY MORNING

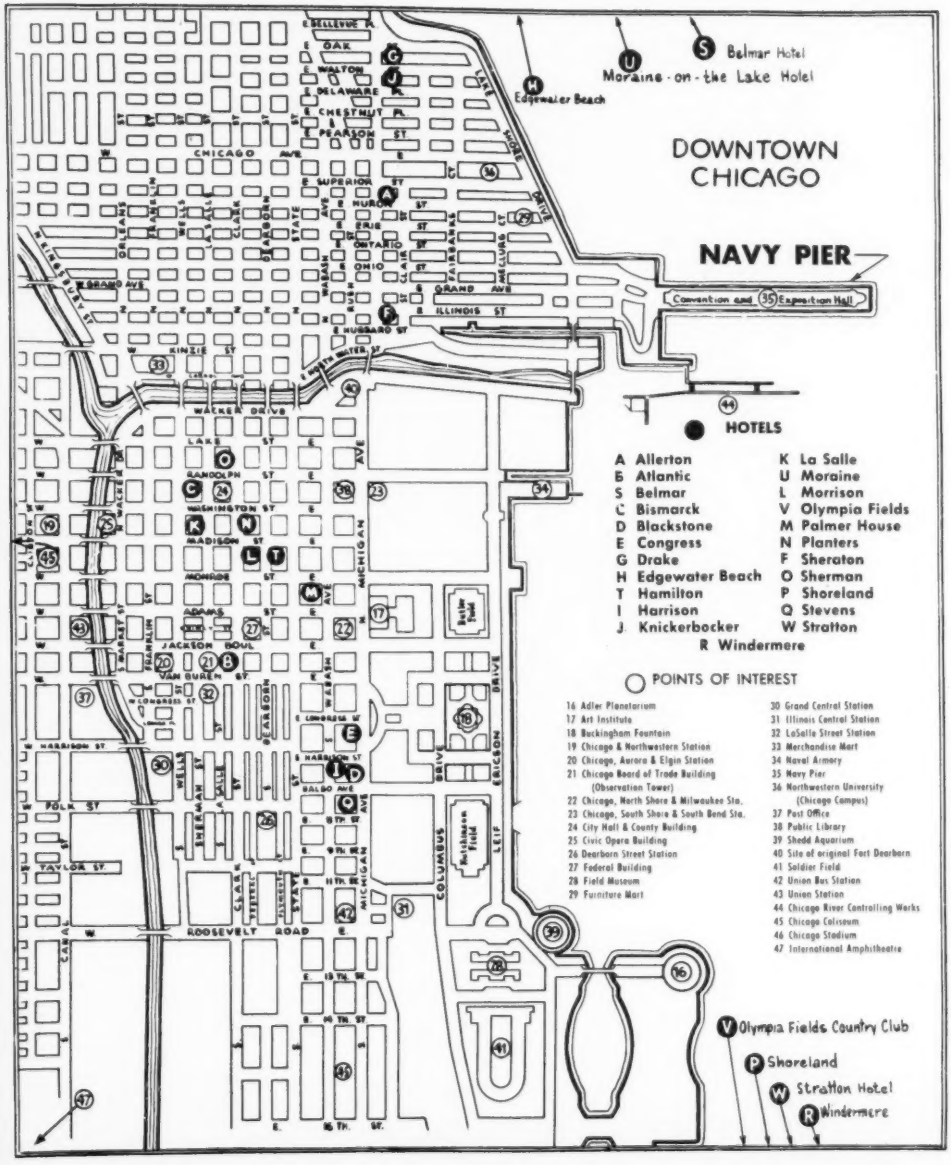
NEW USES FOR PLASTICS IN PACKAGING.

Chairman: Douglas Kirk, *Mechanical Research Dept., Quaker Oats Co., Akron, Ohio.*

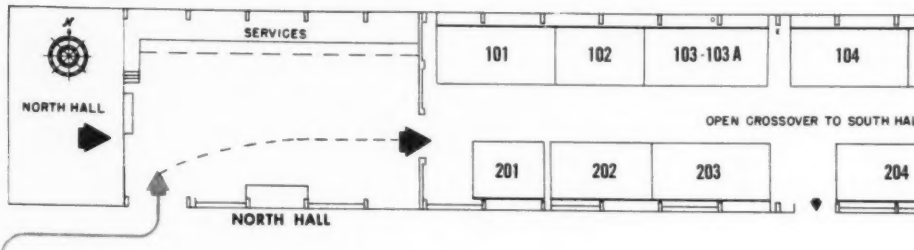
9:30 Use of Polyethylene as a Paper Coating—L. M. Burgess, *H. P. Smith Paper Co. Chicago.*

10:15 Protective Packaging with Molten Thermoplastics—William Rabak, *Chemist, Western Regional Research Laboratory, U. S. Dept. of Agriculture, Albany, Calif.*

11:00 Advances in Hydro-Carbon as a Film-Forming Material—Raymond G. Newberg, *Chemical Division, Standard Oil Development Co., Linden, N. J.*

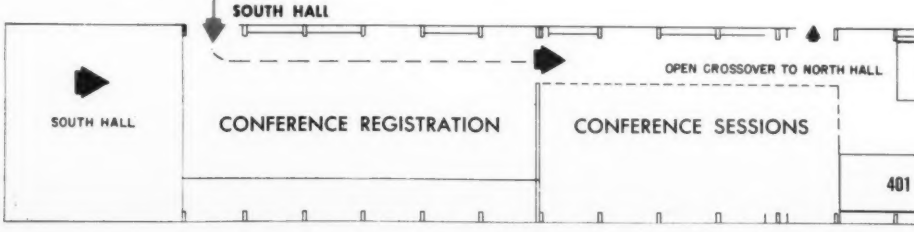

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22 Chicago, North Shore & Milwaukee Sta.
23 Chicago, South Shore & South Bend Sta.
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25 Civic Opera Building
26 Dearborn Street Station
27 Federal Building
28 Field Museum
29 Furniture Mart
30 Grand Central Station
31 Illinois Central Station
32 LaSalle Street Station
33 Merchandise Mart
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35 Navy Pier
36 Northwestern University (Chicago Campus)
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46 Chicago Stadium
47 International Amphitheatre
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Your MODERN PA



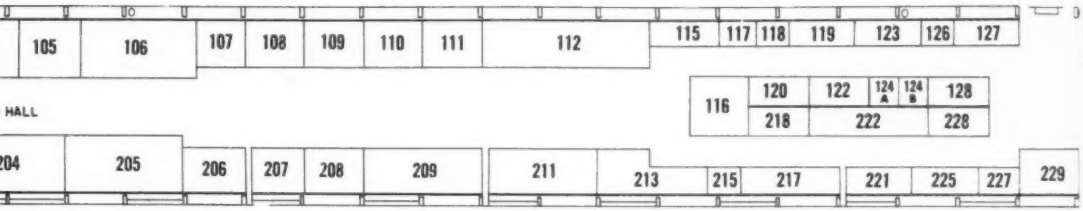
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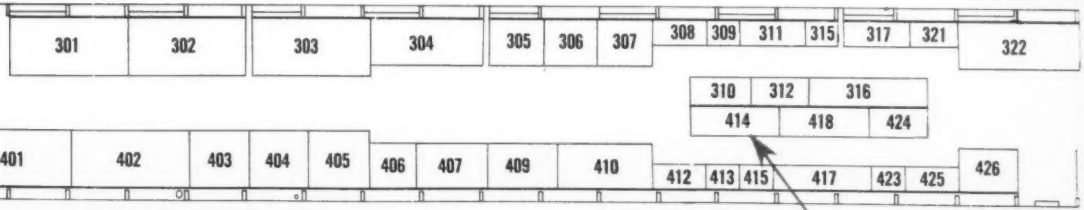
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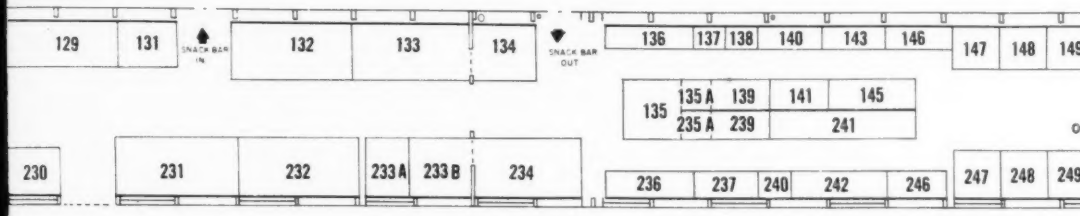
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MODERN PAC

Packaging Exposition, Navy Pier, Chicago,

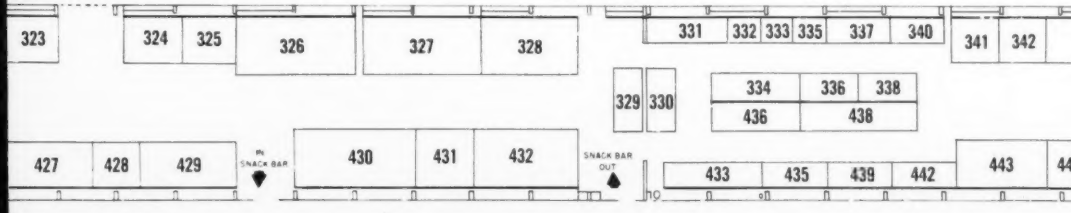
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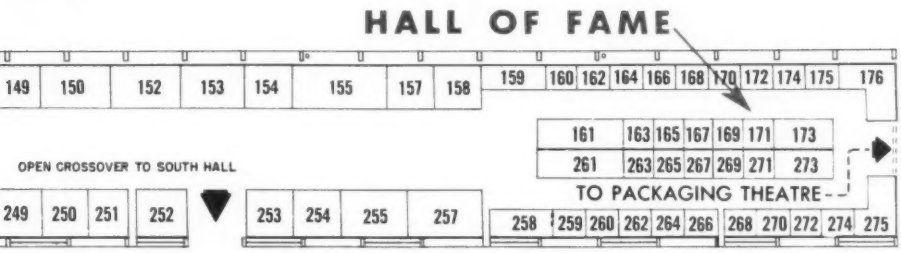
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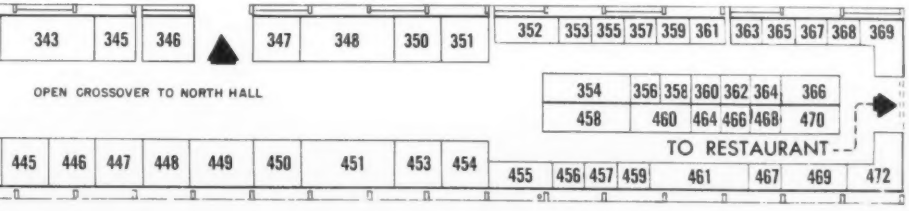


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Flexible gas pack for yeast

HOW PILLSBURY EXTENDS SHELF LIFE AND INSURES QUALITY OF HOT-ROLL MIX

BY SEALING YEAST COMPONENT IN A NITROGEN-FILLED POUCH



ROLLS BAKED from the packaged mix, using the separately nitrogen-packed yeast, have assurance of freshness and flavor.

With new industries come new problems; with new products come new obstacles. That the art and science of packaging has become an important factor in the success of the prepared baking-mix industry is again evidenced by a Pillsbury Mills achievement that is currently making headlines.

When a consumer mix was perfected by Pillsbury Mills two years ago for yeast-raised rolls, the company knew the dry yeast, packaged separately but included with the mix, was the limiting factor on the shelf life of the whole product. Yeast was packaged in a laminated glassine envelope and the roll-mix product had to be moved rapidly from the grocer's shelves to prevent over-age products reaching the consumer.

The sales organization of the company was not geared to handle the rapid turnover required by the roll mix—especially during the warm months of the year. Therefore, protective packaging of the yeast was called on to extend the shelf life of roll mix. It has become a large factor in the successful marketing of this product.

Experiments with several packaging materials proved the greatest factors causing deterioration of the yeast were heat and, to a lesser degree, humidity. The dry yeast could be protected rather easily against a gain in moisture, but to protect it economically against temperatures above normal was a puzzling problem.

Before 1945 some work had been done by a group of scientists on the keeping quality of dried baker's yeast stored in various atmospheres. The results of their limited experiments indicated that by excluding oxygen from the atmosphere in the container, the keeping qualities of this yeast improved. The U. S. Army Quartermaster Corps used a harmless gas or vacuum pack for overseas shipments of yeast during the war.

The first experiments tried in Pillsbury's laboratories were to confirm the belief that packaging in an inert atmosphere would reduce the rate of deterioration of the special-type, fast-acting dry yeast required for the Pillsbury product. Three metal cans, each containing several yeast-filled, laminated-glassine envelopes, were evacuated, filled with an atmosphere of nitrogen and sealed. These cans of yeast were stored in temperature-controlled cabinets. One of these cans was opened monthly and part of the yeast was analyzed for its activity Results of this experiment, shown in the graph herewith, proved that a gas-packing procedure would prolong

YEAST PACKET is formed and filled on standard pouch maker, using special lamination of Pliofilm, aluminum foil and cellulose acetate. During filling, a special device flushes air from the pouch and replaces it with nitrogen. Printing is on reverse side of acetate surface.

PHOTO COURTESY PILLSBURY MILLS.



a product's shelf life. Nitrogen was chosen as the most likely gas to use, as most films are less permeable by it than by carbon dioxide.

A quarter-ounce of dry yeast in an atmosphere of nitrogen could be packaged easily in a metal can. But this was prohibitive from the standpoint of cost and convenient handling. It appeared that a flexible-type package was desirable.

What flexible films would hold the inert gases and exclude oxygen? An immediate search was started to find an answer to this question. This film would also have to be capable of fabrication into a package by automatic methods, probably by heat sealing. Pillsbury wanted to pack the yeast in direct contact with their roll-mix product, so this film had to be non-toxic and non-contaminating.

Most flexible films used in packaging would satisfy all the requirements except for their imperviousness to the transfer of gases. Aluminum foil seemed to be a natural material to use, as it most nearly duplicated the properties of the metal can. Aluminum foil, 0.002 in. thick, was found very impervious to gas transfer, but was very difficult to handle on automatic filling and sealing machines. Running the gamut of foils, plastic films, glassines and various combinations of these, such as the cellophane-Pliofilm vacuum-pack lamination, a Pliofilm-foil combination was found which seemed to be the answer to all problems.

The Pliofilm (0.0008-in. gauge) provided the necessary thermoplastic and, with the laminating adhesive, served to fill the few pinholes normally existing in foil of 0.001-in. gauge. It was later found necessary to add a 0.00088-in. cellulose acetate layer to the aluminum foil to carry reverse printing and to protect the mix from picking up oxides from the surface of the aluminum foil, which is the center ply of the lamination.

Pillsbury worked very closely with suppliers on this problem. While suitable films were being investigated, the Pillsbury research staff was busy adapting envelope-making machinery to permit introduction of nitrogen to the package. A way was found in which the gas could be constantly fed into the pouches as they were formed on a standard type of pouch-making machine. The nitrogen merely flushes the air from the package. It was discovered that atmospheres could be obtained within this package containing less than 1% of oxygen.

Many difficulties were encountered, however, before the first sucessful nitrogen-packed envelopes of yeast were ready for testing. Among the problems were high oxygen content, delamination of films and leaking packages. Methods had to be perfected for detecting these faults. Very small quantities of gas were drawn from the yeast pouches through a hypodermic needle and the oxygen content determined by the use of small-scale, delicate gas-analysis equipment. A special device for rapidly determining leaking envelopes was developed as a production-control test.

The package emerging from these combined efforts in research and development was unique in function, but rather simple in design. An accompanying photograph illustrates the completed envelope containing yeast in an atmosphere of nitrogen and also the component parts of the envelope. This package is about 3 in. by 3¹/₄ in. and contains ¹/₄ oz. of dry yeast.

Although the package had been manufactured successfully on automatic equipment, Pillsbury wanted to test it thoroughly to determine whether the shelf-life extension warranted the additional packaging costs. The tests meant storing air-packed and nitrogen-packed samples of yeast at various temperatures, periodically determining the oxygen content of the envelopes and the degree of deterioration in the yeast by artificial fermentation and by baking tests.

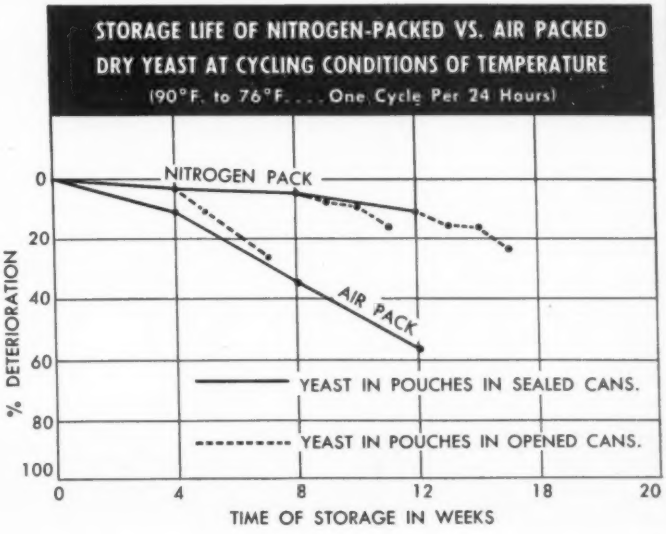


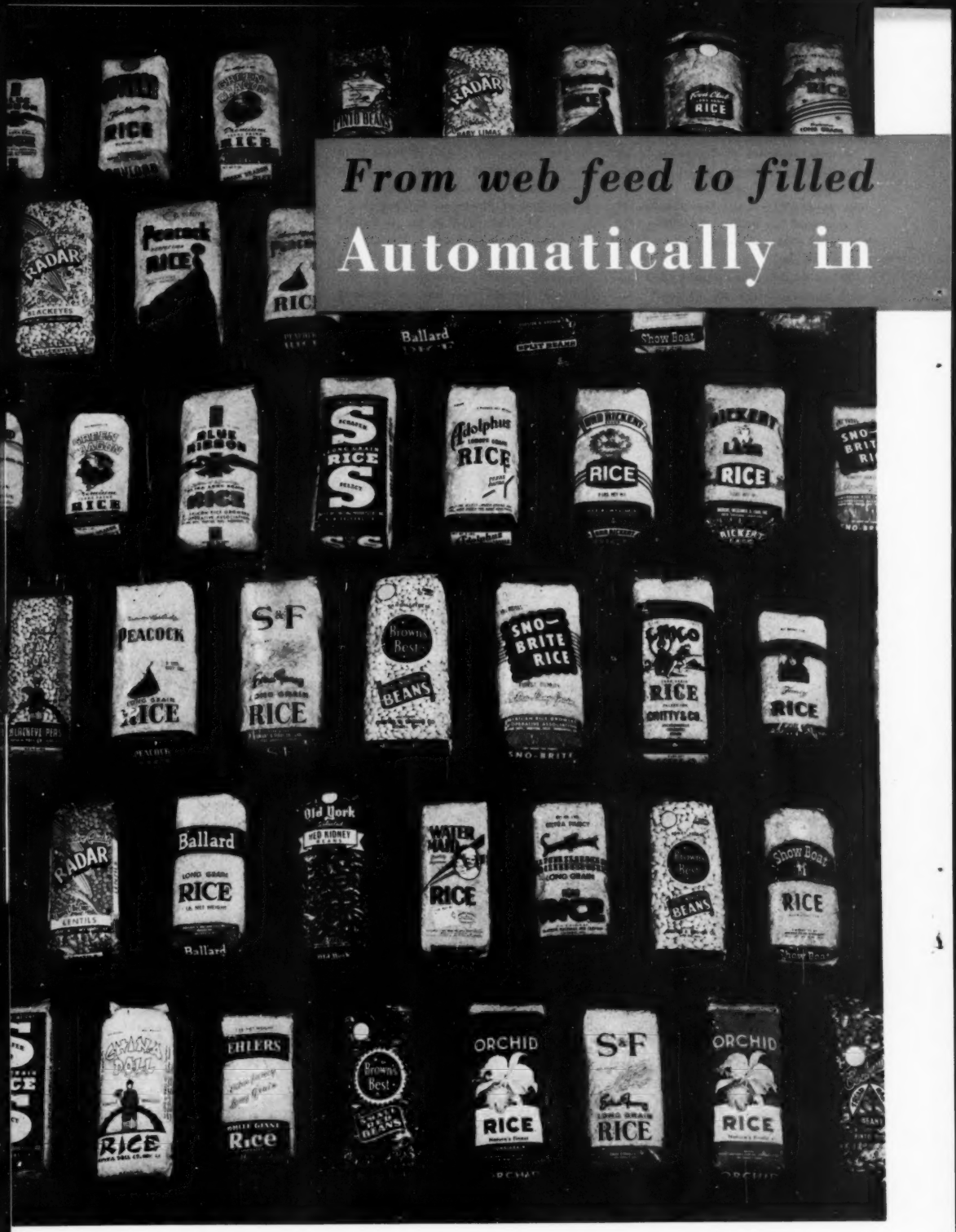
TESTING the gas content of the finished pouch, small quantities of gas are withdrawn by a hypodermic needle and the oxygen content determined on delicate equipment. Pillsbury tested the package exhaustively before placing it on the market.

Test results showed that the effect of high temperature was offset considerably by eliminating oxygen. At a temperature range of 100 to 80 deg. F., the shelf life of the yeast in the new package was two-and-a-half to three times the life of yeast with oxygen in laminated-glassine envelopes. The extended useful life of the yeast at temperatures above and below this range became less pronounced. The yeast, being a living cell, can be killed at high temperatures and its life can

(*This article continued on page 256*)

GRAPH COURTESY PILLSBURY MILLS.





From web feed to filled Automatically in

and sealed bags... cellophane

NEW MACHINE SWEEPS RICE AND BEAN INDUSTRIES—MAKES IT POSSIBLE TO PACKAGE IN TRANSPARENT BAGS AS READILY AS IN RIGID CONTAINERS

For years resistant to the trend toward modern packaging were such low-cost, relatively non-perishable food items as rice and dry edible beans and peas. Only a few years ago, most of these products were shipped by producers in 100-lb. bags and the wholesalers and retailers did the packaging—if any—in plain kraft or cellophane bags. In many cases, in the last remaining vestige of cracker-barrel days, rice and beans were kept in the retail store in a bin and sacked and sold only when requested by the consumer.

It is a notable milestone in the progress of packaging, therefore, that the Department of Agriculture is able to report, on the basis of a recent survey, that today two-thirds of the dry beans, nearly half of the whole and split peas and a third of the rice are being marketed pre-packaged in transparent cellophane bags. Furthermore, this packaging is being done at the source, in a thoroughly modern manner—on the high-speed, fully automatic machinery that feeds multicolor-printed cellophane from a roll and forms, fills and seals the packages at a saving in labor cost as high as 75%.

Credit for initiating the machinery development—which is rapidly revolutionizing this field of packaging—goes to a far-sighted cellophane converter, who visualized flexible, transparent packaging that could be handled through machinery with the same facility as rigid containers of metal or glass. Battling against wartime and postwar handicaps, the converter's mechanical development department designed, built and installed 25 of the fully automatic machines—starting in the rice belt of Alabama, Louisiana and Texas, sweeping through Colorado and New Mexico to the bean packers in California and back through Nebraska and Illinois to New York.

Now the machine has been taken over for manufacture and marketing by one of the nation's largest builders of packaging machinery. Refinements and simplifications made possible by two years of experience are being incorporated. Mass-production methods promise to lower the cost of the machine and extend its usefulness to broad new fields. Already it is being used by packers of coffee, sugar and candy.

The story deserves the attention of every alert packager.

The background

Credit must be given the retail food merchant for early recognition of the fact that he could speed up the sale of slow-moving staples by repacking them in transparent packages in the quantities customarily

FOUR MACHINES, operating at Adolphus Rice Mills, Houston, Tex., have a combined capacity of 140 packages a minute. View here is from the in-feed end. Multicolor-printed cellophane is fed from rolls, cut off, formed into a bag, filled, sealed and discharged—all automatically.

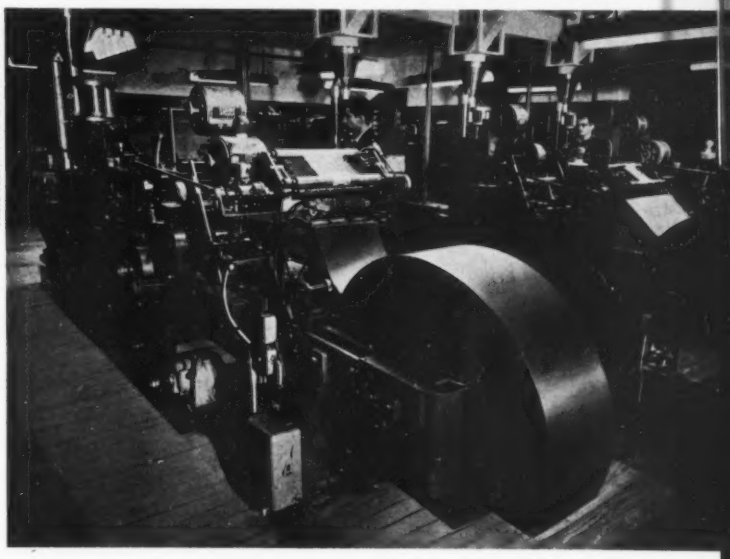


PHOTO COURTESY SHELLMAR PRODUCTS CORP.

A FEW OF BRANDS of rice, beans and peas now being packed automatically in printed cellophane bags on the new machine. Twenty-five machines are in use by 15 different companies. The wide range of sizes shown can be handled on a single machine with simple, minor adjustments.

constituting an individual purchase. Transparency alone seemed to have tremendous selling power. Back in 1945, that enterprising supermarket advocate, L. A. Johnson, reported on a test he had made on his own initiative in his Syracuse store.* When slow-moving spaghetti and macaroni were taken out of their cartons and repacked in cellophane, the cellophane packages outsold the cartons two to one with the two types of packages displayed side by side and at the same price.

As early as the 1920s it was a common practice for retail stores to repackage such items as dried fruits, brown sugar, rice, beans, cookies and many similar items usually sold from bulk containers. The practice not only invariably resulted in increased sales; it saved time and speeded up service.

But back-room packaging in the retail store proved to be inefficient, as well as more expensive than a similar operation on a larger scale. Thus, the job of making up consumer-sized units gravitated from the retail to the wholesale, or distributor, level. At this point it was possible to employ semi-automatic filling and sealing devices, and many wholesale grocers seized the opportunity to promote their own brand names through the use of printed or otherwise labeled bags.

Still packaging costs remained higher than was desirable, particularly in proportion to the selling prices of such relatively low-cost foods as beans and rice. Many wholesalers were reluctant to install packaging lines and many of those who had done so were eager to be relieved of them.

Consequently there was pressure upon growers, packers and processors to undertake the job at the point of production. Their natural reluctance to assume the expense was gradually overcome by an awareness of the opportunity to promote their brand names at retail. Practically all original producers of rice and beans had their own brand names, but these were known, as a rule, only to the wholesalers and brokers—rarely to the retailers and almost never to the consumers. The opportunity to build brand recognition and preference with the consuming public was too good to be missed.

The middle '30s, therefore, witnessed a further gravitation of consumer-unit packaging for these dry products—this time, to the producer level. Naturally, this presented a number of problems not encountered in smaller-scale operations. What had begun in the retail store as a hand operation was now mass production.

Mass-packaging production inevitably demanded fast, automatic packaging machinery and equipment. Such equipment was available for certain types of packages—notably cartons. Some producers—especially among the rice millers—adopted cartons, with or without windows, and used a few printed transparent bags as well. While speed and cost of production favored the carton, there was a mounting demand, especially from the self-service supermarket outlets, for transparent packaging.

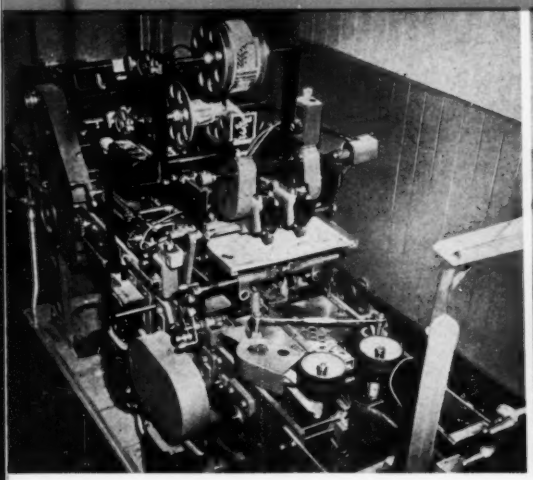
Casting about for available equipment, the packers found that automatic machines for wrapping solid or regularly shaped objects in transparent films were plentiful, but machines to handle free-flowing products and load them in transparent bags in quantities up to 3 lbs. per package simply did not exist.

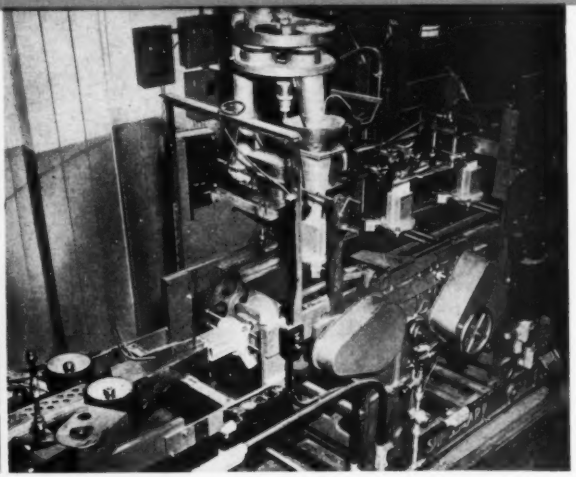
First machine

It was at this point that the converting firm came into the picture. Already doing a good business supplying printed, prefabricated cello-

* See "Super-Market Test of Buy Appeal," MODERN PACKAGING, Aug., 1945, p. 115.

Operation at





LOOKING from center of machine toward cellophane roll-feed. Note bag at lower center on mandrel passing between side heat sealers, approaching rollers which will strip it off mandrel. Square bag has no bottom seam.

STRIPPED BAG (lower left) is blown by air jet into pocket of continuous conveyor that will take it under filler spout (upper center) and through two top-sealing stations. Agitating mechanism shakes beans down before top is sealed.

phane bags to many of the packers of rice, beans and peas, the company sensed a tremendously expanded market if the machinery problem could be licked.

Exploration of the factors involved led to the conclusion that real efficiency in the packaging of such free-flowing products could only be achieved by some means of adapting a principle already in use on automatic wrapping machines, which was to bring the packaging material to the product in its simplest and least expensive form and fabricate the package itself on the spot.

In the case of printed transparent-film packages, this meant bringing the material to the product in continuous, preprinted rolls, fabricating a container and then filling, weighing and sealing it. By 1937 the converter had such a machine in operation. This machine, with some changes, still constitutes the primary unit of the more completely integrated equipment now being supplied.

It made a side-seam bag formed around a hollow mandrel. The operating cycle was fairly simple. Mandrels were fed into the machine on a continuous conveyor at a speed synchronized with that of the operating mechanism. At a predetermined point the mandrels met a strip of printed cellophane previously cut from a continuous roll, on which lines of thermoplastic adhesive had been deposited at intervals controlled by photo-electric cells. The lengths of cellophane were wrapped on the mandrels which then were fed through an arrangement of folders and heat sealers, producing a bag having a rectangular bottom without back or bottom seals.

Theoretically, the bags thus fabricated were to be fed to filling lines, after which the mandrels were to be removed and the bags sealed by heat or some other type of closure. The mandrels were placed on a return conveyor and used over and over again.

This machine was moderately successful because it did offer the advantage of delivering an open container to the filling station and produced, as well, a bag with a flat bottom that would stack well, offering unbroken front, bottom and back surfaces for good product identity in any position and well sealed to eliminate the problem of sifting.

Postwar improvements

After several years of experience with the primary machine it became apparent that, for complete efficiency, it would be necessary to synchronize the package-fabricating operation with the operations of filling, weighing and closing the package, making it one big, integrated operation.

The war finally halted this, like all other similar developments, and it was not until 1945 that the project could again be taken up and carried to completion.

The first postwar step was the complete redesigning of the existing machine to eliminate the problem of having the fabricated bag delivered around a mandrel. This was accomplished by mounting the mandrels on a continuous chain conveyor and providing a stripping mechanism at the point where the completed bag emerges from the machine. The operation of stripping the bag from the mandrel required a definite pause in the operation of the machine, which was utilized to further advantage by changing the mechanism which effects the side seals from a rotary to a stationary operation, producing much more effective seals.

The new design incorporated a series of cups mounted on a continuous chain conveyor and synchronized with the operation of the primary unit. As the machine now operates, the mandrel from which a completed bag is being stripped is precisely opposite the cup into which the bag is drawn by suction. As the continuous chain conveyor carrying the cups moves forward, the bag is brought into upright position and is fully opened by an air jet just before it reaches the filling station.

Operation and capacities

The Pakit machine, as it is now known, is designed to accommodate any one of several types of gravimetric or volumetric fillers, the operation of which is synchronized with the delivery of the empty bags under the filling spout. The filling spout rises and lowers to enter the bag completely, avoiding spillage and reducing the possibility of bag breakage.

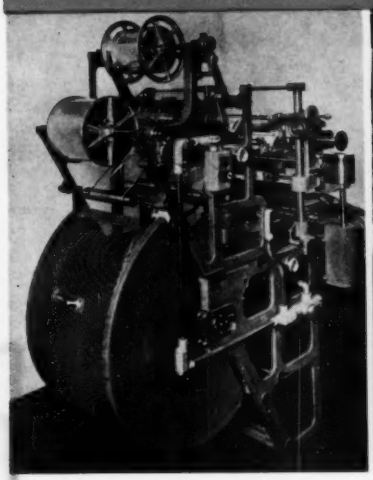
The filled bags pass over an agitating mechanism and into an arrangement of bar tuckers which form a gusset in the top of the bag and effect a primary heat seal at a predetermined point. The tops of the filled bags are folded sufficiently to prevent any appearance of slack filling and yet they avoid an extremely tight fit that might later cause bursting.

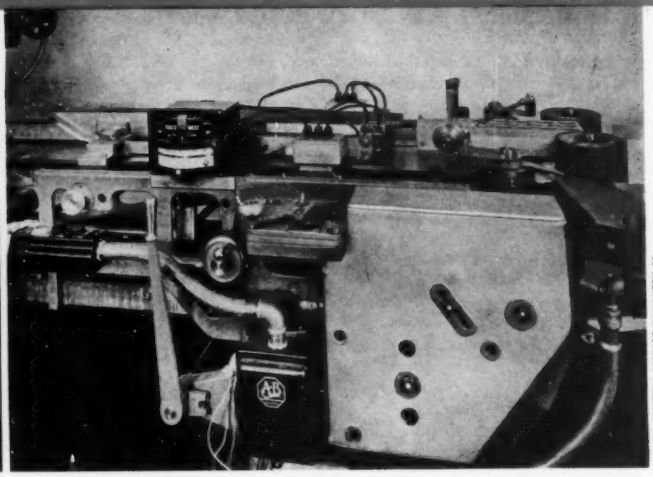
The filled and sealed bag progres-



DISCHARGE end of the Seaboard machine. The bag is allowed to fall 18 in. to test the strength of its seals; it then is picked up by elevator and transferred to one of two conveyor belts bringing filled bags from Seaboard's two machines to a central point, where they are packed in cases for shipment.

Latest refinements of machine





PHOTOS COURTESY PACKAGE MACHINERY CO.

ON PRIMARY UNIT, cellophane reels and glue pots have been moved to front end for easier access. Glue pots are hidden by casting that holds cellophane reels.

SIDE HEAT SEALERS (identifiable by wires) have been changed to permit the instant pulling of bags away from mandrel when the machine is stopped, by means of crank and gear shown just below. Below that is a hand wheel which is used to adjust sealers for the various sizes of bags.

ses through a second jaw-type sealer, which makes a second fold in the film extending above the primary seal and a second heat seal. This not only gives double sealing insurance, but eliminates a "fin" that might otherwise appear at the top of the completed package.

The type of film used on the machine depends upon the type and weight of product. For 1-lb. packages, the rice and bean millers customarily use a single-wall bag of 450 MST cellophane or equivalent; for the 2-lb. and 3-lb. bags, they use a double wall of 300 MST cellophane, or equivalent, which usually is duplexed along the edges of the web and at the point of cut-off. In any case, the film is shipped and stored in rolls (for minimum storage space) and simply mounted and fed into the machine.

The machine's guaranteed speed is 35 one-pound units per minute, although higher actual speeds have been recorded. It is readily adaptable to changes in size, involving merely the changing of the cut-off mechanism to make a taller or shorter bag, so long as width and depth are constant. If the width and depth dimensions also must be changed, change sets of mandrels are provided.

On a typical machine, with the proper mandrels, bags ranging in cross section from $2^{3}/_{4}$-by-1-in. minimum to 4-by-1-in. maximum can be produced. By simple adjustment of the cut-off, bag height can be adjusted from a minimum of $6^{1}/_{2}$ in. up to a practical maximum of 12 in.

The unusual strength of the bag, deriving from the seamless, square bottom and the combination of thermoplastic-glue and heat sealing, is convincingly demonstrated in regular operation. At the delivery end of the machine, all filled bags are permitted to drop at least 18 in. to the conveyor belt which carries them away to shipping containers. Ordinarily, of course, there are few breakers, but should faulty sealing develop it would immediately be detected by this test.

It has been found that duplex 300 MST cellophane is amply strong for up to 3 lbs. of contents and with the use of somewhat heavier gauges of film it is believed that it should be possible to handle product weight up to 5 lbs.

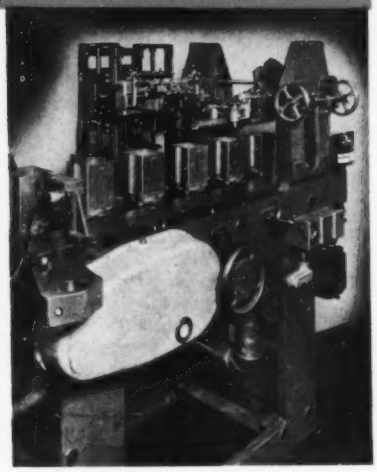
Examples of use

A typical installation is that of Seaboard Mills at Santa Barbara, Calif., where it operates two of the new machines, with a combined capacity for production of more than 8,000 one- or two-pound bags in every 24 hours.

The machines put Seaboard Mills, in business in 1948 as a newly formed consumer-packaging subsidiary of Ben Fish & Son, long established as one of the nation's biggest producers of seed beans. Today Seaboard packages and markets no less than 29 varieties of dried beans, peas, rice, lentils, popcorn and pearl barley—all packaged on the cellophane-bag machines—and its Radar brand is known from coast to coast.

Seaboard's two machines at Santa Barbara are geared either to synchronize output of a single product, or to operate independently, handling different products. Beans (or other product) flow by gravity from bins on the floor directly above the 600-sq.-ft. packaging room after having been sorted by fully automatic electric-eye sorting machines. Bin selection is automatic. Just before the beans enter the filling spout of the machine, they pass near an air-suction fan which removes any remaining lint or dust. Seaboard uses a volumetric filling method, adjusting for variances in each lot and for each variety of packaged product and pulling packages off the final conveyor every few minutes for check weighing.

Multicolor, rotogravure-printed, du-



SECONDARY UNIT has been redesigned to permit hand-wheel adjustments of folders and closers to reduce down time in changing bag size.

plex 300 MST cellophane is fed from 24-lb. rolls. The bags formed with seams both glue and heat sealed under thermostatic control, are pulled from their mandrels by rubber wheels and blown by an air jet into the conveyor cups. There is a no-bag, no-fill device. Upright bags approaching the filling spout trip a delicate wire; if not triggered, due to absence of a bag, the spout does not discharge.

After filling, bags make a half turn on the conveyor and go through top tucking, folding and heat sealing before dropping to the discharge. The discharge from one machine, farthest from the casing area, uses an elevator to take the packages to an overhead conveyor; the conveyor from the second machine travels at a 3-ft. level directly under the first. The two lines converge at the casing table and once cased (24 one-pound or 12 two pound bags to a shipping case), the cartons move on another conveyor to an elevated switching area above the warehouse floor. From there, using gravity, cases may be switched either to storage-warehouse areas or spotted directly into waiting box cars.

One operator tends the two machines and only two men are used in the casing operation. Three men can handle an output of as much as 55,000 lbs. of packaged product per 8-hr. shift.

Seaboard reports almost no breakage complaints—previously the big drawback to cellophane packaging of such products—and attributes this to the square-end construction of the bag and the fact that it is filled slightly slack and more or less molded to the product, eliminating trapped air and subsequent excessive bag stresses. Machine attendants like to demonstrate the exceptional strength of the Radar package by hurling it against the wall or stepping on it, without damage.

One of the earliest installations of the container machines, and now the largest, is at Adolphus Rice Mills, in Houston, Tex., where four machines are now operating, having effected in less than two years a shift of nearly 60% of this large producer's packaged-rice output to cellophane bags. Completely sold on the transparent consumer package as the means of increasing rice consumption through impulse sales, E. C. McWilliams of the Houston company comments that the machines "have been the means of our packaging rice in volume with the minimum of labor and cost and with the maximum of quality of cellophane-bag construction."

Mr. McWilliams believes that the combination of heat seal and glue seal is responsible for the "negligible" breakage experienced in transit and in handling; bag forming by either method alone, he says, would not be as effective as the combination of the two. He also points out that roll-stock cellophane requires much less warehouse space than prefabricated bags and "there are no problems of sticking together, opening at the seams, etc., such as are experienced in the use of prefabricated bags."

The China Doll Co., Mobile, Ala., operates a single machine for the packaging of rice, beans and peas, and reports a maximum production of 38 packages a minute, although it usually operates the machine at a steady 34 a minute. Operating cost, the company says, has been reduced 75%. Roll stock costs about the same as the printed, prefabricated bag formerly used, but "the saving in man-hours is terrific and we now use two men and half time of another man for an operation that formerly used six persons and half time of another.

In addition to the installations mentioned above, current users of the machine include the following, many of whom have multiple units in operation: Arkansas Rice Growers Cooperative Assn., Stuttgart, Ark.; United Rice Milling Co., New Orleans; Louisiana State Rice Milling Co., Lake Charles.

(*This article continued on page 248*)

REVERSE FACES of many packages now are taking advantage of seven-color gravure printing method to present full-color pictures of prepared dishes, along with recipes. Ballard & Ballard use the back for a coupon and premium offer. Square-bottom bags stand upright on shelves.



Cheese in vacuum

RYCO CAN'T KEEP UP WITH DEMAND FOR PRE-PACKED SLICES

PROTECTED IN TRANSPARENT ENVELOPE BY WITHDRAWAL OF AIR

The idea of packing certain food products in a vacuumized flexible package affording visual examination of contents has long intrigued packaging experts. Such a package, it was realized, would enjoy several important advantages—compactness and light weight for low-cost shipment, greatly improved product protection and an opportunity to explore new vistas in self-service merchandising.

Successful development of such packages had to await the advent of new materials and combinations of materials having the required mechanical strength, freedom from toxicity, ease of sealing and sufficient impermeability to retain a vacuum for long periods. Finally, equipment had to be devised which could evacuate and seal the packages on a production basis. Among the first food products to reach the consumer market in this revolutionary type of package was Armour's Star Bacon.*

The same type of package has been used successfully for the past two years by a Chicago sausage manufacturer for the self-service merchandising of a complete family of sliced luncheon meats and loaf products. It is also known that the flexible vacuum package is being investigated and tested in connection with cheese packaging by several producers who recognize that it has special virtues for certain cheese varieties. Of the latter group, the first company to reach the market with a finished vacuum package is Ryser Bros., Inc., Chicago, who first investigated this development about two years ago and went into commercial production in the spring of 1949.

Ryser Bros. are now packing three types of natural cheeses in the vacuumized package—Swiss, Cheddar and natural brick. Each of the packages contains 8 oz. of the cheese, in slices. For Swiss cheese, the largest-volume item, an attractively designed printed package is employed, while for the other two varieties a completely transparent package is used in connection with a printed label which is slipped inside the package prior to sealing. In the near future, printed packages will also be adopted for the Cheddar and natural brick cheeses.

At present, distribution of the vacuum-packed cheese is confined to the Chicago area. There has been so much demand for the product from other areas, however, that production facilities will probably be stepped up soon. Using the single vacuumizing and sealing unit now installed, the plant can turn out a maximum of approximately 2,000 five-pound cases of the cheese per week, with single-shift operation.

The great advantage of the vacuum package, according to the company, is the fact that it provides the housewife a handy, presliced sales unit which she can store in her home refrigerator for any reasonable period without fear that the product will dry out or take on foreign odors. Ryser Bros. conservatively estimate that the cheese will keep perfectly under normal conditions for at least a month. Actually, samples of the product stored for considerably longer periods have been found in excellent condition when opened. Four-month-old samples of the Ryco-Pak cheese, packed under full vacuum and kept without refrigeration in the company's offices, are perfectly moist and flexible, while comparative samples of a competitive product in a plain cellophane wrapper have dried out to a solid, brittle, rock-like mass.

Prior to adoption of the new package, Ryser Bros. supplied its natural

THREE VARIETIES of cheese, sliced and shingled, are currently being marketed by Ryco in Pliofilm-cellophane envelopes that are heat sealed after all air is withdrawn, pulling film tightly around product.



* See "Flexible Vacuum Package," MODERN PACKAGING, June, 1947, p. 100.

cheeses to the retail outlets in "sandwich cuts" of 5 or 10 lbs., where the housewife could purchase cut-off portions or have the grocer slice it for her if desired. Once sliced, however, she had to use the product promptly in order to avoid drying out, waste and loss of flavor. Ryser Bros. still supply retailers the larger blocks of cheese, but have found that the self-service packages open up greatly increased merchandising opportunities.

The company believes that the extra cost of the flexible vacuum package is more than offset by its sparkling sales appeal and the waste reduction resulting from its use. Sales experience to date has indicated no particular price opposition on the part of the retail purchaser. The package sells readily on its own merits.

An interesting feature of the Ryco-Pak is the fact that the cheese is shingled in the package, like bacon, rather than being stacked in a solid block. This arrangement not only produces a flatter, more easily sealed package, but also permits individual examination of the slices by the prospective purchaser—a particularly important point in connection with Swiss cheese, on which the "eyes" or perforations in the cheese are an index of quality. The flat, rectangular package also affords more display area at the point of sale and makes it easier to separate the slices after the package has been cut open.

The envelopes which comprise the Ryco vacuumized packages consist of a Pliofilm-cellophane lamination, specially developed for packages of this type. The label for the Swiss cheese is printed in yellow against a solid red background extending the full length of the envelope. The underside of the package is completely transparent except for rectangular label blocks at top and bottom.

The three varieties of cheese, produced at Ryco's modern plant in Mt. Horeb, Wis., are brought to the packaging room in the form of large "wheels" weighing from 160 to 220 lbs. From these wheels, Ryco employees cut the rectangular blocks from which the slices are made. If necessary, the slicing machine now being used on this operation can handle two such blocks simultaneously.

The special machine which vacuumizes and heat seals the packages has a series of five chambers, arranged like the spokes of a wheel around a central shaft. This permits the unit to be revolved so that the chambers are successively brought into position beneath the vacuum head at the top of the machine. Each slot-like chamber is divided into four compartments into which the envelopes are slipped after filling.

As the cheese slices are discharged from the slicing machine, they are automatically shingled onto a conveyor belt which moves toward the vacuumizing unit. An operator picks up the approximate number of slices with a metal scoop and slides them into one of the envelopes, correcting the pack to exact 8-oz. weight by adding or withdrawing the necessary amount of cheese. The filled packages are then passed on to the machine operator for the vacuumizing and sealing operation. In the case of the Cheddar and natural-brick varieties, a red and yellow printed label is first placed in position on the shingled slices.

After placing four of the packages in the compartments of a chamber, the machine operator folds the tops of the bags and closes the folding flaps, making certain that the tops of the bags lie smoothly along the backing strips of the flaps. Next she steps on the indexing pedal, rotating the turret to bring the packages beneath

(*This article continued on page 260*)



LOADING MACHINE with one package in each of four vacuumizing-sealing chambers. Foot pedal starts vacuumizing-sealing on these four while machine revolves to bring four more chambers around for loading.



SEALED PACKAGES are automatically discharged at bottom of cycle into bin from which they are immediately placed in shipping cases. Other employees are busy cutting and slicing cheese and filling envelopes.

Pelletized



WINDOW SHOWS the big, pelletized seeds packaged in the cellophane envelope inside the open-sided paper folder. The package retains the display area and colorful printing of a conventional type of closed envelope, yet establishes at a glance that these are not ordinary seeds.

An improvement in the product may demand a radical change in packaging, even though, physically, there would appear to be little change in requirements. This Henry A. Dreer, Inc., Philadelphia, found out when it became one of the first seed houses to market pelletized flower and vegetable seeds for home gardeners.

Pelletizing is the biggest thing that has happened in the seed business in centuries. It is a method of building up on each tiny seed a clay-like coating, much as pills are coated, so that a single lettuce seed, for example, becomes a sphere about as large as a small pea. This many-fold increase in size makes the tiniest seeds easy to plant with great accuracy and no waste either manually or mechanically. Furthermore, the coating can incorporate germicides, fungicides and nutrients, assuring high germination even though seeds are planted very early or under unfavorable climatic conditions.

The advantage of pelletized seeds, used by commercial growers for several years now, have been heralded in every garden publication. From a package-presentation standpoint, nothing more would be needed for any moderately informed amateur gardener than to tell him distinctly and at a glance: "Here are pelletized seeds—for you."

Obviously, something different from the traditional glue-flap, lithographed envelope and display rack would be required. Visibility of the actual seed pellets would be highly desirable, as sure evidence of their difference from ordinary seeds—yet packaging cost had to be held down, since the pelletizing process already added considerably to the cost of the seeds.

In working out its solution to this problem, Dreer's took advantage of the fact that the greatly increased size and uniformity of the individual seeds made possible for the first time an integrated, high-speed, automatic packaging operation.

The package which Dreer's is introducing this spring for 45 varieties of pelletized seeds—23 flower and 22 vegetable—is simplicity itself. It tells the story directly, effectively and at low cost. It is sufficiently like the conventional package for seeds to be identifiable instantly, yet it is sufficiently different in appearance to register itself immediately as something new.

The pelletized seeds are contained in a plain cellophane envelope which is automatically formed, filled and heat sealed. Around this envelope, from top to bottom, is folded a lithographed band label of paper; the band and the cellophane envelope are stapled or heat sealed together at the top so that the cellophane envelope containing the seeds hangs freely inside the loop of paper. The center of eye attraction is a die-cut window near the bottom of the front face of the paper folder, through which the pelletized seeds in cellophane can be plainly seen. The shopper need not be content with what he can see through the window, however; through the open sides of the folder he can examine the entire contents of the envelope.



REVOLVING DISPLAY rack has 24 arms and will hold 480 packages, yet takes only about 1 sq. ft. of counter space. The display card can be attached at the top.

Placing of the die-cut window at the bottom of the printed outer folder also permits the seeds in the packet to be seen without sacrificing any of the eye appeal of the colorful pictorialization of mature flowers or vegetables on the face of the folder—a virtual "must" in all seed-package designs.

Display of the packages is equally simple, unusual and effective. A hexagonal, wire-framed, revolving display tree was designed as a counter merchandiser. On each of the 24 arms of the tree, by means of a die-cut hole provided in the center of the top closure of the packets, are hung 20 packages of a different variety of seed. Thus, by hanging the packages, it is assured that the pellets will be lodged in the bottom of the envelope, visible through the window—and that these

DREER'S DEVELOPS UNIQUE NEW WINDOW PACKAGE AND DISPLAY RACK TO INTRODUCE IMPROVED PRODUCT TO HOME GARDENERS

windows will not be obscured as they would be if the packages were stacked in the usual seed-envelope rack. The entire display, holding 480 packages, takes only a little more than 1 sq. ft. of counter space.

Because there were problems in designing a package that would protect the pelletized seeds—the biggest one being that the pellets cannot stand as much abrasion as uncoated seeds—the company retained a packaging consultant to secure technical advice.

With his aid, the dimensions of the cellophane envelope and paper folder and the method of assembling the complete package were worked out carefully to eliminate almost all damage in handling and shipping. Packaging the seeds in 300 MST cellophane packets gives them additional protection from temperature and humidity changes, although this is not a major problem, according to John N. Eustis, president of Dreer, who points out that the shelf life of all seeds is very short and that Dreer dealers are not permitted to carry stocks over from one season to the next.

The packages are filled and assembled by a contract packager and the display racks, completely filled, are being shipped to dealers who can order them in three assortments: one all flower seeds, one all vegetable seeds, one a combination display. Refills for the trees are available on an automatic re-order basis and reloading a tree takes only a few minutes; a whole group of packages can be slipped on the arm of the display in a single motion.

For filling, a series of weight schedules covering each type of seed has been worked out so that each packet contains a minimum count depending upon the type.

The assembly of the filled packets with the printed folder is done semi-automatically.

The outer paper slip-cover must be folded and attached to the cellophane packet so that the seeds are centered in the window. A deep enough overlap must be provided for folding it with the paper slip-cover at the top so that the cellophane shows at least one-half inch, since the directions for opening the package, printed on the foldover, read, "Pull up cellophane to open."

The cost of the package is "several times that of ordinary seed packaging, but is still within a practical range for the sales price," according to Mr. Eustis. He considers the additional cost justified because, "mechanically it is the best package for this type of seed of any we have worked with from the standpoint of protection of the product and consumer appeal."

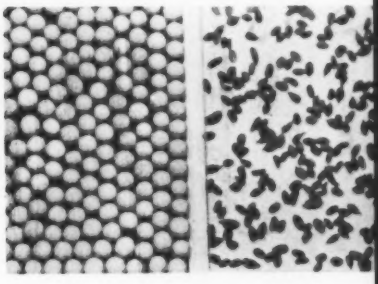
His opinion is backed up by the reports on preliminary counter sales tests of the new packages and displays which have proved to be overwhelmingly favorable.

CREDITS: *Contract packaging by Oca Packaging Service, New York, using a Stokes & Smith "Stokeswrap" machine. Lithographed paper folders, Stecher-Traung Lithograph Corp., Rochester, N. Y. Cellophane, E. I. du Pont de Nemours & Co., Inc., Wilmington, Del. Packaging consultant, C. A. Southwick, Jr., Hope, N. J.*



COMPONENTS of package and view of typical back labeling are shown above. Envelope is automatically formed, filled and heat sealed and then attached at the top of the paper fold-over by stapling, with a quarter-inch of cellophane protruding for easy opening by the purchaser.

ADVANTAGE of pelletizing for accurate handling and planting is shown by this comparison of the size of the coated and the uncoated lettuce seeds. Coating is literally a "package" in itself, containing germicide, fungicide and nutrients for the seed.



SIXTEENTH OF A SERIES



On this month's cover . . .

KLEENEX

It's a long way from picturesque Neenah, Wis., to Times Square, New York, where mighty spectaculars emblazon the night sky with such famous names as Chevrolet, Camels, Pepsi-Cola and Rem. But Kleenex tissues, which came from Neenah in 1924 to pioneer and dominate a completely new industry, joined this brilliant company in October, 1949, with the unveiling of the 24,000-bulb sign reproduced on the cover of this issue.

Despite its 15,000 feet of neon tubing and 1,000,000 feet of electric wiring, the half-block-long sign is hardly more spectacular than the meteoric rise of Kleenex itself. For it was Kleenex that literally changed the nation's nose-blowing habits. It laid the foundation for the huge disposable-tissue market, which now includes dozens of national, regional and local brands with total retail sales running around $100,000,000 annually.

With Kleenex, International Cellucotton Products Co. accounts for more than 50% of all disposable-tissue sales, outselling its nearest competitor by a 4-to-1 ratio nationally. On a tonnage basis, Kleenex sales are currently running about three and one-half times those of 1945, while tonnage output for the entire disposable-tissue market is about double the volume it was in the year 1945.



PACKAGE EVOLUTION, from the original aseptic 1924 carton to the current design—as fresh today as it was 12 years ago. Note that tissues were first called kerchiefs in 1926. Dispensing slot appeared in 1928; modern design stems from 1929.

Importance of the package

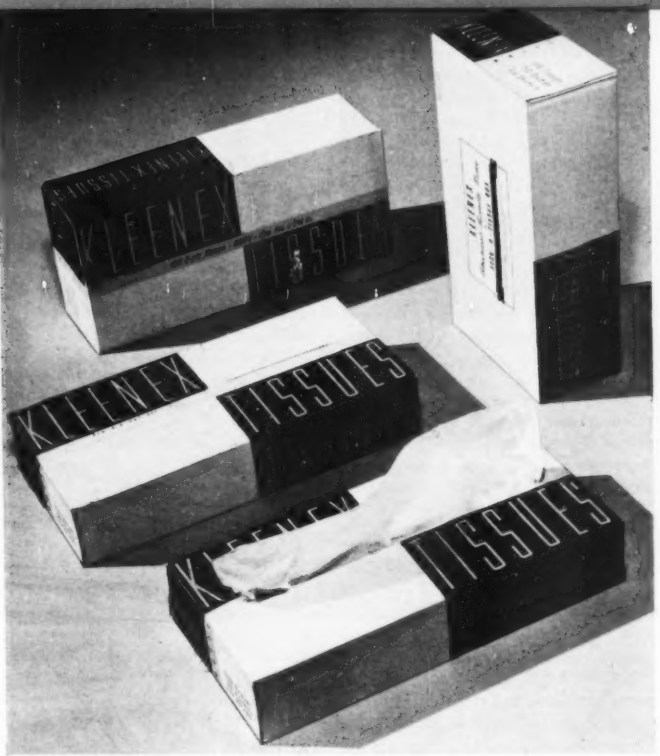
Behind Kleenex's position as "America's favorite tissue," which has never been seriously challenged, is the development and vigorous merchandising of an attractive, functional package which made Kleenex so handy to use that it soon became a household word.

Nomination of Kleenex for packaging's Hall of Fame is not, however, based solely upon the Serv-a-Tissue box and its ingenious "pop-up" feature.

Of equal importance is the fact that the package was a primary factor in making an important commodity

NOMINATED FOR PACKAGING'S HALL OF FAME BECAUSE:

- **Its packaging uncovered a new $100-million market for paper and changed the nose-blowing habits of the nation.**
- **It was among the first and most famous of all dispensing packages.**
- **It is a classic example of the role of packaging in lowering prices by building mass consumption.**
- **Smart packaging and promotion have kept it the unchallenged leader in a highly competitive field today.**



KLEENEX TODAY is marketed chiefly in 200- and 300-tissue boxes, each distinguished by clean, sharp, blue-and-white design and exclusive dispensing feature through tear-out perforation in the top of the carton. Kleenex tissues now outsell nearest competitor four to one.

available to a mass market at mass-market prices. As explained more fully later in this article, the convenience of the package paved the way to a rapid increase in sales, resulting in the economies of mass production and a steady resultant downward curve in prices. It is a classic example of the economic justification of packaging.

The current Kleenex package recently had the unusual honor of being chosen by New York's Museum of Modern Art as an outstanding example of modern design and was exhibited together with selected examples of furniture, window displays, posters, etc., all of which were considered to reflect the Mondrian influence of space division. Art Critic Robert M. Coates, writing of this exhibit in a recent issue of *The New Yorker*, theorized that the Kleenex box had been "obviously designed with the work of the artist, Mondrian, in mind."

The package designer takes exception to that theory and cites more practical reasons for the design treatment—as cited below—but the fact remains that the Kleenex package typifies modern design at its clean, functional best.

Consistent, imaginative advertising and promotion have certainly played a part in building Kleenex to its present dominant position in the disposable-tissue field. This has long been the policy of International Cellucotton.

The company's 1921 advertising budget totaled some $183,000, compared with more than $4,000,000 in 1949. The last-mentioned expenditure, of course, covered not only Kleen-

LITTLE LULU, the *Saturday Evening Post* cartoon creation of Marge Buell, has carried the banner for Kleenex since 1944. Sparking advertising and billboards, she has become almost as famous as the package itself.





SERV-A-TISSUE feature, one of major factors in Kleenex's success, depends not merely on the tear-out slot in carton top, but on patented method of interleaving folded tissues—when one is pulled out, up pops another.

ex and Kotex, but also Delsey, the company's top-quality toilet tissue, and Kotex Belts, Quest Deodorant Powder, Fibs and Tampons as well as Kurb Tablets.

Since its introduction in 1924, Kleenex has been manufactured and packaged for International Cellucotton Products by Kimberly-Clark Corp., one of the world's leading producers of paper and paper specialties. The original production of Kleenex was confined to Neenah, Wis., but now the tissues are made in several Kimberly-Clark plants in this country and abroad.

Early history

Kleenex was an offspring of the First World War. Cellucotton, a brand of wood cellulose tissue many times more absorbent than surgical cotton, had been developed as a substitute for cotton surgical dressings at that time.

Shortly thereafter, a new cellulose material was devised for use as a gas-mask filter. Six years later, this material reached the market under the name of Kleenex.

Actually, Kleenex was first promoted solely as a cold-cream remover —an application which had been discovered by a number of Hollywood movie stars.

From its market introduction in 1924, growth was steady, but the product did not hit its full stride until advertising stressed its use during the discomfort of colds.

With this new theme, sales doubled by 1930 and additional uses for the tissues were reported daily by grateful consumers.

The first Kleenex box, a far cry from today's streamlined package, measured 6 by 5 by 3 in. in size. It was printed in dark blue, with product name and other lettering in reverse white. A narrow band encircled the package vertically and a cross was centered on the top. The principal display panel was the front side, to which the opening top flap was sealed by a small label. Parallel borders in white set off the display panel. The trademark was featured in hand-lettered caps, supplemented by the descriptive phrase, "Sanitary Cold Cream Remover." This package retailed at 65¢.

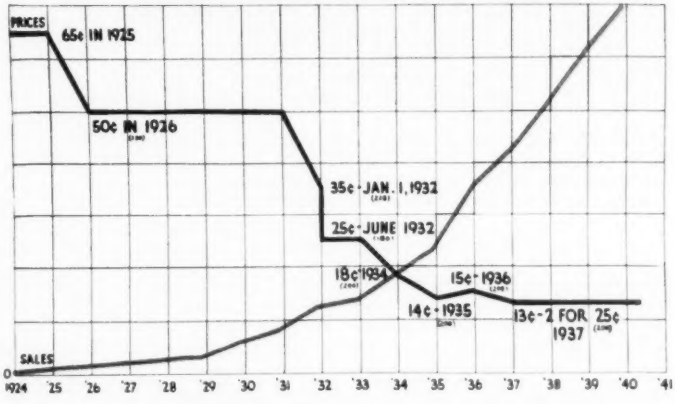
Initial magazine advertisements for Kleenex carried the headline, "Remove Cold Cream—This New Way" and told how well-known actresses and screen stars had found Kleenex to be a valuable aid for use in their dressing rooms.

The magazine schedule included 20 publications ranging from *Ladies' Home Journal* to *Vogue* and *True Story*, with a combined circulation of more than 16 million. Newspaper ads were made up of a series of drawings illustrating the proper way to remove cold cream with Kleenex. Each carried a coupon which could be mailed in to the company for a sample package.

Early in 1925, a buff carton of similar design was substituted for the original blue package. In June, 1925, when the product had been on the market one year, the current Kleenex package designer was commissioned to work out a completely new design. The new folding carton, of flat, oblong construction to facilitate removal of the tissues, was styled with greater emphasis on the feminine appeal. Parallel stripes were the basic motif, with product name framed by an oval-shaped, rose-trimmed border. The use of blue in this distinctive design gave the box a quality appearance which made it an attractive boudoir or dressing-table accessory in the home.

At this time, the product name was modified to Kleenex Absorbent Kerchiefs. The original major use angle—sanitary, complete removal of face creams—was continued and intensified in hard-hitting, long-copy advertisements. By 1926, Kleenex was offered in two sizes—the boudoir size (selling for 35¢) and the professional size (priced at 65¢).

Prices drop when sales go up



WHAT HAPPENS when a strong package goes to work for a new product is graphically illustrated by this Kleenex chart. Without the mass consumption developed by package convenience, tissues—considered almost a necessity of life today—would cost at least four times as much. Note how sales climbed after introduction of dispenser package in 1929.

The year 1929 is memorable in Kleenex history, for it was in that year that the exclusive, Serv-a-Tissue box was introduced after a long period of experimentation. By incorporating a tear-out slot in the top, the package brought a new conception of convenience to the product. When one double tissue was withdrawn through this opening, another "popped up" ready for use. Basically unchanged in construction since its market debut, the "pop-up" feature has been consistently featured, with fabulous success, in Kleenex advertising ever since.

A method was devised whereby two separate rolls of Kleenex were mechanically interfolded. Thus, after packaging, when one double sheet was pulled, the slight impetus separated the tissue from the others, at the same time permitting that beneath it to be pulled up partially out of the slot.

It was the new dispensing package, supplemented by a revised marketing approach, that paved the way for the phenomenal growth of Kleenex from 1930 on.



POCKET-PACK in 1948 brought further bad news to the makers of cloth handkerchiefs, making it possible for users always to carry a supply. A tear-tape provides a dispensing slot similar to that of the carton.

The handkerchief idea

Prior to 1930, Kleenex had been advertised almost exclusively to women as a cold-cream remover, with only a few minor mentions of the handkerchief idea. However, each year more letters poured in to the manufacturer lauding the virtues of the tissues as a handkerchief substitute.

Suspecting that Kleenex might possess a "hidden talent" with vast market implications, International Cellucotton decided to conduct an investigation.

In January and February, 1930, using Peoria, Ill., as a test area, two separate newspaper test campaigns were run simultaneously. These involved large-space ads of identical size and layout, but highlighting distinctly different uses for the product. Half were headlined, "We pay to prove there is no way like Kleenex to remove cold cream"; the others, "We pay to prove Kleenex is wonderful for handkerchiefs." The pay was a free box of Kleenex.

After four weeks, company officials tabulated the keyed sample coupons from drug and department stores and rubbed their eyes in amazement. Coupons from the "handkerchief" ads constituted 61% of the total, compared with 39% for the established "cold-cream remover" theme. Convinced by this impressive showing, International Cellucotton promptly divided its advertising effort into two principal approaches, with the new handkerchief use receiving a much heavier play.

Compelling action illustrations, coupled with such arresting headlines as "Protect your children from the menace of dirty handkerchiefs," "Colds make handkerchiefs revolting" and "Don't put a cold in your pocket" won new adherents by the thousands for the product.

Total sales, which had followed a steady but unspectacular rise since 1924, more than doubled over the preceding year, with a similar increase again taking place in the 1931–32 period.

Modern design

Meanwhile, there had been another basic surface-design change on the package itself, although the Serv-a-Tissue feature was continued. In March, 1929, the gray-striped carton was replaced by a new one with a blue triangle design, folded around three sides of the package, forming the background for the product name and other label data. The solid blue background was bordered by two parallel stripes—one a light blue, the other a light green.

The next package change, introduced in April, 1938, retained the same surface design, but eliminated the green.

The name of the product in 1938 was changed from Kleenex Cleansing Tissues to Kleenex Disposable Tissues. Copy was added describing how the box had been sealed to protect the tissues from dust and dirt. Another new carton feature introduced at this time was a pair of perforated slots on the bottom, which could be pushed in so that the package might be hung up by means of thumb tacks to serve as a wall dispenser.

April, 1938, brought a clean break to the functional styling of the present Kleenex carton design—certainly one of the best-known packages on the American scene. Solid royal blue blocks, diagonally opposed across the carton, provide backgrounds for the Kleenex name, which is executed in reverse white san-serif capital letter-



LATEST PRODUCT under the Kleenex name is a foil-surfaced catch-book of silicone-treated tissues for eyeglass cleaning. The counter cartons have proved to be very successful for these new pocket packages.

ing which, though of condensed treatment, are letter spaced for added legibility and were chosen because it was believed that they would "wear well" without becoming obsolete in a short time—a conviction which has been amply justified. The hand-ruled stripes covering most of the remainder of the package were chosen not only to add to the smart design, but also to assure that any variations in board whiteness would not seriously impair its appearance. Another function of the stripes, the designer points out, was to guard the white surface against handling soilage.

The bold treatment of the new carton design gave it that quality known as "across-the-store" display value, an essential factor in modern merchandising, especially in those outlets having self service.

By steadily reducing the price of Kleenex as volume climbed, International Cellucotton continued to broaden the outlet for its product. From its original price of 65 cents in 1925, the 200-tissue carton dropped to 50 cents in 1926, to 35 cents in 1932, to 18 cents in 1934 and finally in 1937 was selling at 13 cents or two for a quarter.

Advertising and promotion

During the period 1935–36, when Kleenex sales practically doubled again, the Kleenex radio show, "The Story of Mary Marlin," became one of the great hits of daytime radio programs.

With two commercials a day, five days a week, this program sold Kleenex for dozens of uses—as handkerchiefs for cold and hay-fever sufferers, to remove cosmetics, to dust, polish, clean out pans, drain fried foods and many other tasks in home, office and car. A 1936 package insert listed 48 typical uses.

By the end of the '30s, with the price of the 200-tissue package at 13¢, ads pointed out that a box of Kleenex in every room saved time, steps and money.

The price structure as well as civilian distribution of the product were disrupted during the war period, when available supplies were allocated, but the dominant position of Kleenex in the disposable-tissue field has never been seriously challenged despite the greatly increased competition now found in this market.

At present, Kleenex tissues are being marketed in three package sizes—the 300-tissue and 200-tissue regular boxes with the "pop-up" feature, identical in design and dimensions except for depth, and the interesting new Pocket-Pack which first appeared nationally in 1948. Measuring only 4⅛ by 2¾ in., the Pocket-Pack holds 24 tissues, so interfolded as to provide 12 "pulls." The tissues are overwrapped in cellophane or glassine with a paperboard stiffener to provide the required rigidity, with a partial tear-tape across the top to open a dispensing slot. After the tape is stripped off, the tissues may be removed one double tissue at a time through the slot—duplicating the popular convenience feature of the famous carton.

The design treatment of the Pocket-Pack closely parallels that of the standard carton, featuring the product name in white against dark blue rectangles at the upper left and lower right corners.

More detailed labeling information for the consumer appears in blue on the underside of the wrapper, while the red tear strip gives the package additional color flash. Retailing at 5 cents, this handy pack is sold from a counter display carton printed in blue, maroon and yellow, which holds a dozen of these convenient purse-sized units of Kleenex.

The Pocket-Pack was inspired by consumers' letters which pointed out the need for a smaller package that could be conveniently carried in pocket or purse. Like the original Serv-a-Tissue box, it opened up new and broad market opportunities for the product.

The package is handled on high-speed automatic wrapping equipment at the Memphis, Tenn., plant of

Kimberly-Clark Corp. Electric-eye registration locates the printed design accurately on each pack of tissues.

Added products

A third, fledgling member of the Kleenex family is Kleenex Eyeglass Tissues, made of silicone-treated paper which quickly removes dust, dirt and smears, leaving a protective coating on the lens. Produced for International Cellucotton by Silicone Paper Co., New York, the folded tissues are supplied in a match-folder-type package from which they may be drawn one at a time. The aluminum-foil surface of the folder carries the product name in white against a solid black background panel, with a folded tissue and a pair of eyeglasses silhouetted against a light blue color splash. An attractive counter display carton, its aluminum-foil surface printed in black, orange and light blue, holds four dozen eyeglass-tissue folders.

International Cellucotton has also done development work on another new product—Kleenex table napkins—which may reach the market soon. The package design for this product will echo some of the features of the Serv-a-Tissue carton, combined with an all-over pattern duplicating the embossed surface of the napkins themselves. Measuring approximately 8 by 8¹/₄ in. across its two major dimensions, the carton holds 50 folded "dinner-sized" napkins. Another new item in the preliminary test stages is a larger-sized Kleenex tissue in a super-size carton.

More than 10 years ago, I. C. P. Co. began to capitalize upon the public's interest in Kleenex by turning it into a game, offering $5 for each published statement illustrating a new use for the product. Between September and Christmas, 1939, more than 24,000 enthusiasts sent in such suggestions, which formed the basis for the popular "Kleenex True Confessions" advertising campaign. Magicians, housewives, hat-check girls, soldiers, florists and plain citizens flooded the mails with their Kleenex "confessions."

Little Lulu

Spearhead of today's Kleenex advertising is the mischievous, irresistible Little Lulu, the cartoon creation of Marge Buell. Little Lulu became a famous character in the *Saturday Evening Post* before her alliance with Kleenex in 1944. She was introduced into Kleenex advertising at a time when the armed forces were receiving about one-third of the product's curtailed production and competition was beginning to edge in. Skillfully incorporated in cartoon-strip ads which explained the Kleenex shortage and reminded the public of its superior quality, Lulu made an instant hit. Early in 1945, on her 10th birthday, she made her first appearance in national magazines for Kleenex.

Lulu is also widely used in billboard advertising, along with the familar "pop-up" package. The very sight of Lulu calls to mind such familiar advertising catch-lines as "You can blow your head off—it's Kleenex!" In the new spectacular at 43rd and Broadway, as shown on our cover, Lulu finally attains her full stature, the figure measuring 35 ft. in height.

The Kleenex success story demonstrates admirably the winning combination of a sound product, intelligent promotion and a functional package, paving the way to larger markets, thereby increasing production and making possible a steady reduction in cost to the consumer.

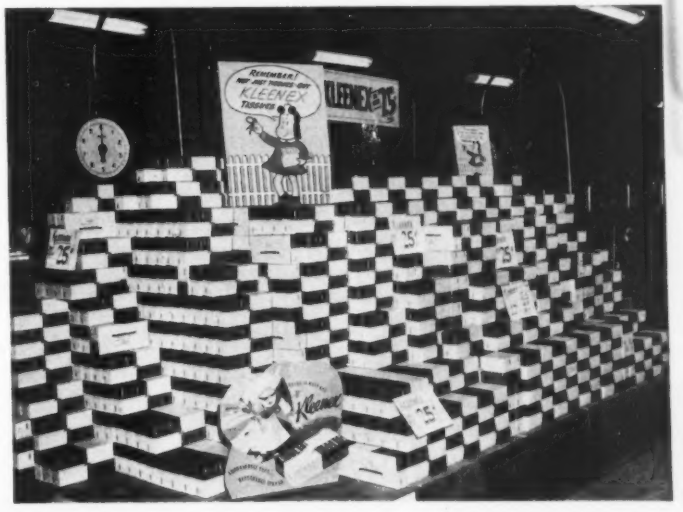
Certainly the package has been more than ordinarily important in this success. It is hard, for example, to believe that Kleenex would have become the nation's substitute for handkerchiefs without the convenience of the Serv-a-Tissue feature—or that the brand could retain its leadership in the face of present-day competition without the striking recognition value of its present design.

In 1941, in a Kleenex promotional booklet entitled "Today Is My 17th Birthday," International Cellucotton wrapped the story up in a nutshell:

"As a baby, I was a cold-cream remover—Mother's pride and joy. I became a big girl when I discovered I could make colds more bearable! I grew into womanhood when I graduated into a 'jill-of-all-trades' . . and helped make people's lives easier and more pleasant in scores of ways—every day!"

CREDITS: *Current package design, Andrew P. Olsen, Chicago. Kleenex cartons, Michigan Carton Co., Battle Creek, Mich.; Container Corp. of America, Chicago; Bartgis Bros., Ilchester, Md.; Sutherland Paper Co., Kalamazoo, Mich. Pocket-Pack wrap, Shellmar Products Corp., Mt. Vernon, Ohio (cellophane), and Daniels Mfg. Co., Rhinelander, Wis. (glassine). Counter dispenser carton for Pocket-Pack, Container Corp. of America. Catchbooks for Eyeglass Tissues, Reynolds Metals Co., Richmond, Va. Counter dispensers for Eyeglass Tissues, Robert Gair Co., Inc., New York. Automatic cartoners for Kleenex, R. A. Jones & Co., Inc., Cincinnati, and F. B. Redington Co., Chicago. Wrapping equipment for Pocket-Pak, Package Machinery Co., East Longmeadow, Mass.*

STRENGTH of Kleenex package design is shown by this typical mass display. Super-markets and super-drugstores find them big sales builders.



MP DESIGN

Pepsi-Cola in cans goes to test markets



Pepsi-Cola Co. is testing its famous soft drink to see if it will "hit the spot" in cans as well as bottles. Selling features of canned Pepsi, which was being market tested in Westchester County, N. Y., are elimination of bottle returns, deposits, breakage and better stacking in refrigerators—the same advantages demonstrated by the use of cans for beer. Three 12-oz., round-shoulder, crown-capped lithographed cans of Pepsi, packaged in a color-printed, die-cut, paperboard sleeve, retail for 25 cents. The conventional Pepsi carrier of six 12-oz. bottles is offered for 30 cents plus a 2-cent deposit on each bottle. The consumer thus pays a substantial premium for the convenience of the "no-return" and "no-deposit" feature of the cans. The cans are lithographed in three colors with the design featuring an illustration of the red, white and blue crown Pepsi-Cola cap. Dealers said sales were good, shoppers being intrigued by novelty.

CREDIT: *Cans, Continental Can Co., New York.*

A whole world molded of polyethylene



The intriguing globe package for Max Factor's new "World of Beauty Lotion" demonstrates the originality in packaging that is possible with a private-mold polyethylene squeeze bottle. This hollow globe has a stippled surface with molded outlines of the earth. The polystyrene "equatorial" band is part of the closure, covering the ball-type dispensing mechanism. The ring pivots on two nubbins set into holes molded in the globe. By pushing it as indicated by an arrow on it, the small ball is exposed. A flat-surfaced bottom enables the package to stand. A small pressure-sensitive label is attached to this flat surface.

CREDITS: *Polyethylene globe molded by Plax Corp., Div. of Hartford-Empire Co., Hartford, Conn. Ring molded by Eldon Mfg. Co., Los Angeles, using Koppers polystyrene. Label, "Kum-Kleen," Avery Adhesive Label Corp., Monrovia, Calif. Carton, Master Cartons, Inc., San Gabriel, Calif.*

HISTORIES

Garden hose in full dress for the counter

Garden hose, usually packaged in burlap wrappers for shipment and then stored by dealers behind the counters in bins or dark corners, has never had much chance to sell itself visually. Now, to get its new bright-colored rubber hose out from behind the counter, Swan Rubber Co., has adopted a display package made of corrugated board for its "Swanite" and "Ace" brands which is designed to move the hose "up front." Each length is coiled around the edge of a strong corrugated disk that has four flaps and four sets of tie-strings to hold the hose in place. These disks are fitted with stand-up easels which hold the merchandise upright on the dealer's counter. Five hose-mounted disks are packed in a master shipping container. The disks are yellow with brands identified by color overprinting.

CREDIT: *The Hinde & Dauch Paper Co., Sandusky, Ohio.*



Wine labels that sell 40% more wine

A large share of the credit for a 40% increase in Petri Wine Co. sales is attributed to the new package design for the company's top-quality line, according to Louis Petri, company president. The adroit handling of the Angelo Petri Signature brand name is one of the redesign features. Research showed that the autograph itself was one of the old label's distinctive elements. Therefore it has been fitted with the word "Signature" in a forceful cross design that serves as a trademark. For dry wines, it is in a rectangular label; for sweet wines, in a separate oval label.

CREDITS: *Design, Walter Landor & Associates, San Francisco. Bottles, Owens-Illinois Glass Co., Toledo, Ohio. Decanter, Hazel-Atlas Glass Co., Lancaster, Ohio. Labels, Carton Label & Lithograph Co., Los Angeles. Closures, Armstrong Cork Co., Lancaster, Pa. "Cel-O-Seal" closures, E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.*



MP DESIGN



Handy re-use beach case

A multi-purpose plastic container has been designed for United States Rubber Co. to use as the package for each of its new de luxe U. S. Howland brand swim caps. From the dealer's standpoint, it is designed to serve as an attractive display package that protects the cap from handling on the store counters. From the consumer's viewpoint, the container assures the cap's freshness and cleanliness, but more than that, it is designed so that it can be used at the beach or pool as a carrying case. By combining both transparent and pastel blue-colored polystyrene, the visibility factor is taken care of for display purposes, but as a re-use container the opaqueness of one-half of the package is desirable in many instances. The cylindrical container is molded in two pieces and the sections are held together with a polyethylene slip-on band. Lettering and a decorative design of sea horses are both molded right in the two sections.

Four of the plastic containers are shown in the display stand, also made of polystyrene.

Colognes in pyramid-top folding cartons



"As sentimental as a slow waltz"—this is the way Harriet Hubbard Ayer describes the packaging for a new "Sweet William" fragrance being introduced in soap, dusting powder, perfume and colognes.

A new idea in cosmetic packaging is the use of pyramid-top folding cartons for the cologne, called "Paris Carriers," which have small die-cut oval windows in front to show off the frosted glass bottles containing the pistachio-green tinted liquids. The floral design used as the decorative motif on all the packages suggests both name and odor of the new scent. It is executed in pink, green and coral shades against dark green and fuchsia. The floral motif is repeated on the intricately die-cut "flower-pot" package.

CREDITS: *Folding cartons and "flower-pot" box, C. H. Forsman Co., New York. Dusting-powder box, Cross Paper Products Corp., New York. Bottles, T. C. Wheaton Co., Millville, N. J.*

HISTORIES

Wall hanger for garlic

Because wall space in a grocery store is often the most available for display, Comegys Food Corp., Philadelphia, has always tried to design its packaging so that it could be displayed by hanging from a wall. Previous to the adoption of these new cartons the company packaged the garlic in cellophane bags which were then mounted on cardboard hangers. The compact dispenser carton holds 12 cellophane-covered window cartons, each containing two garlic bulbs. The master carton, more strongly constructed of heavier board than the unit carton, has double tabs for hanging. Its front has a perforated panel that is removed when the carton is hung up as a dispenser. As each small package is removed, another automatically drops into position for dispensing. The same design treatment on both cartons provides an integrated sales unit with attention-getting value that places garlic in a prominent store location.

CREDIT: *Cartons, Robert Gair Co., Inc., New York.*



Three items are all instantly visible

A combination cosmetic unit with instant appeal is Coty's new package, featuring a separate "Finger Blend Palette," a box of face powder and a lipstick, all in a transparent box with paperboard base. All three items are visible and the shopper's attention is immediately attracted to the miniature palette of black polystyrene with transparent polystyrene threaded cover holding eye tint, cheek rouge and make-up paste. The palette is secured to the powder box with specially developed, double-faced, pressure-sensitive tape. The powder box and lipstick fit in the square, set-up box base covered with gold-finish paper. The Coty name is molded on the palette.

CREDITS: *Palette molded by Mack Molding Co., Wayne, N. J., using Koppers polystyrene. Powder box, W. C. Ritchie & Co., Chicago. Box, Samuel Barnett Co., Philadelphia, using Monsanto cellulose acetate for cover.*



Cushion cartons

NEW DOUBLE-WALL CONSTRUCTION ELIMINATES THE NEED FOR A SEPARATE LINER TO PROTECT BOTTLED PRODUCTS

A new principle of integral double-wall, cushioned construction that eliminates the need of inserting a corrugated inner liner for protecting bottles in folding cartons has recently made its appearance, used for Elizabeth Arden products and other cosmetics and toiletries.

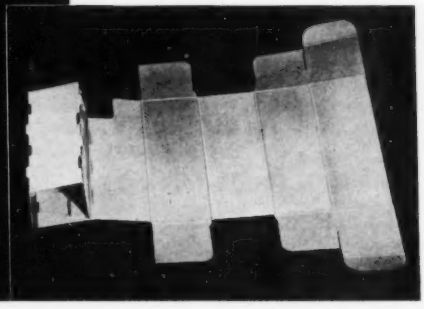
The new carton, which has several variations, is of one-piece construction, but the blanks are so die cut and scored that when folded, glued and set up, they are actually double walled, the inside wall serving the purpose of a corrugated insert. The cushioning effect is achieved by spacing the inner wall about an eighth of an inch inside the outer one and holding it in place at this distance by means of a series of flanges die cut along the score lines. An extra flap on the bottom of the carton gives the carton considerably more rigidity and strength and also reduces the danger of the bottle pushing its way out of the bottom of the container.

The bottle is thus literally suspended in the center of the carton. Tests have shown that this tends to reduce breakage considerably, for if the carton should receive a sharp blow, the outside wall and air space act as effective cushions.

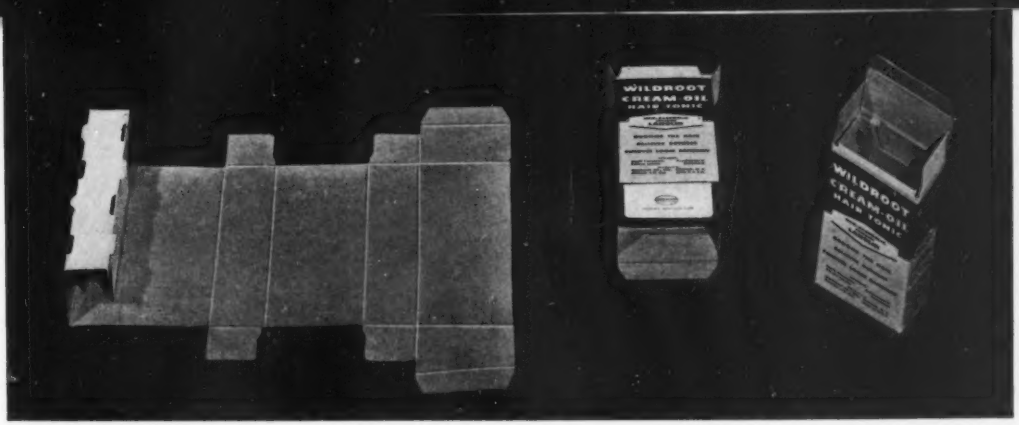
Elizabeth Arden began using these cartons last summer for bottles of Blue Grass Flower Mist and combination units of Blue Grass Flower Mist with separate atomizer closure attachment. In addition to the cost of corrugated liners which they eliminate, the new "cushion" cartons save a substantial amount of labor involved in handling the liners and inserting them. Once the new cartons are set up—and they set up similarly to an ordinary folding carton and can be used on an automatic cartoner—there is nothing to do but put the bottle in the carton.

In addition to a carton of this construction to hold a single bottle of Flower Mist, Elizabeth Arden is using





INTERIOR WALL literally suspends the bottle in the center of the carton. Extra notched flap folding over inner wall provides separate compartment for atomizer attachment. One-piece construction is achieved by design of die cutting and scoring. Inner wall is held about 1/8 in. inside of the outer wall by flanges die cut along the score lines.



SINGLE-COMPARTMENT carton with integral cushioning is used for Wildroot Cream-Oil Hair Tonic. Carton blank at left shows detail of construction—similar to Elizabeth Arden carton, but without additional flap arrangement to make a place for atomizer. Machines are being developed for Wildroot which will set up and load the cartons automatically.

one of slightly different design to hold not only a bottle, but an atomizer attachment. The same cushioning principle is employed, but by the addition of an extra notched flap folding over the inner wall, there is provided a separate compartment at the top to hold the atomizer attachment in the same package.

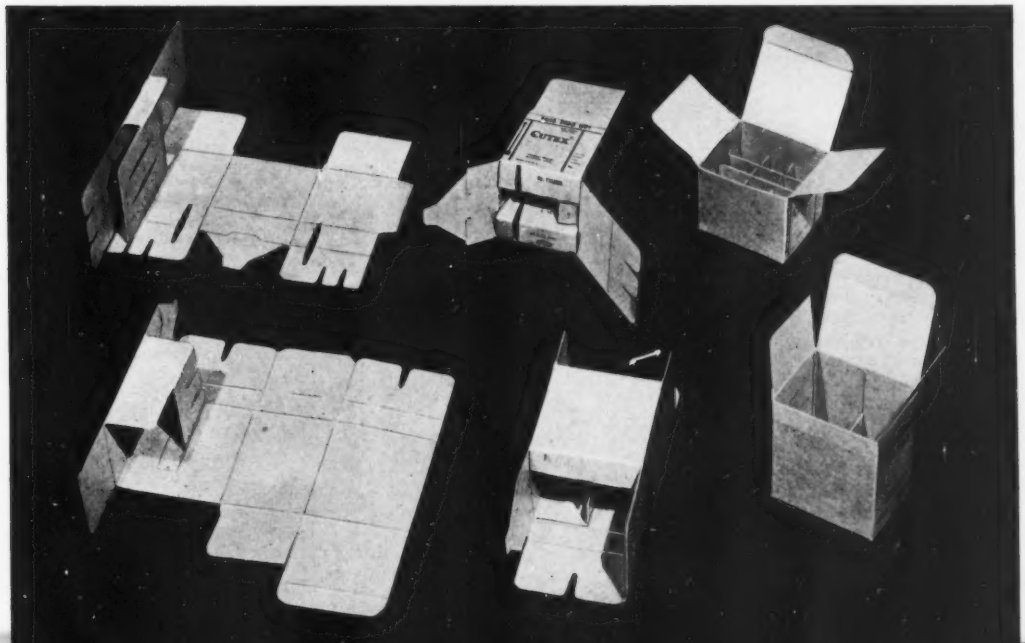
The cartons have meant such a saving in time and labor—and test shipments have proved such superior protection—that Elizabeth Arden expects to use similar cartons for additional products in the future. So far this company has been setting up the cartons and loading them by hand, due to seasonal production on various products and the wide range of sizes.

A machine is being developed, however, for setting up and loading the boxes automatically and will be used by the Wildroot Co. for packaging Wildroot Cream-Oil Hair Tonic and Liquid Cream Shampoo.

Other original constructions also have been made providing shipping boxes with interior partitions holding six, 12 or larger multiple units. The cost is said to be substantially less than that of buying separate partitions or nests and setting them up. The cartons can be designed so that flaps and other interior parts are made from what would otherwise be waste space on a blank. Among the firms using such partition boxes are Harriet Hubbard Ayer, Charles of the Ritz and many others for shipping multiple units of lipsticks. Northam Warren Corp. is using a partitioned shipping carton for nail preparations. Patents are pending on all constructions.

CREDITS: *Cartons, Robertson Paper Box Co., Inc., Montville, Conn.*

OTHER CONSTRUCTIONS provide shipping cartons with partitions holding six, 12 or larger multiple units. The boxes illustrated below are used by the Northam Warren Corp. as shipping cartons for Cutex brand of nail preparations.



'Bacon and eggs'

THAT'S THE APPETITE-TEMPTING SUGGESTION OF MORRELL'S NEW WRAP FOR SLICED BACON, AUTOMATICALLY HANDLED ON A NEW LINE



FACE OF WRAP combines full-color bacon-and-eggs vignette with sufficient window area to reveal at least half of the shingled slices. Back carries recipes. The printing is rotogravure. TIP-IN COURTESY MILPRINT, INC.

SALE ON SIGHT is the objective of new Morrell package, specifically designed for self service. In a single glance it provides an appraisal of the sliced meat, shingled on unusually large (nearly 8-by-10-in.) backing board, and visualization of cooked product.

Sliced bacon is one of the most competitive packaged items in the meat packers' broad family of products. This is understandable in view of the popularity of the product and the huge volume sold annually. Production of Federally inspected sliced bacon during 1949, according to the American Meat Institute, reached 713,000,000 lbs., in comparison with 609,000,000 lbs. in 1948. Assuming an average price for all grades of around 60 cents per lb., sliced bacon produced under Federal inspection in 1949 had a retail value of well over $400,000,000.

Years ago the introduction of high-speed slicing equipment enabled packers to begin marketing bacon in a handy, packaged, identified form—a far cry from those earlier days when most bacon was cut directly from the slab in the meat market. With the establishment of sliced bacon as a staple food item, bacon packaging has remained a fertile field for development, with flexible vacuum packages (using a Pliofilm-cellophane lamination) one of the few real innovations to reach the market (MODERN PACKAGING, June, 1947, p. 100).

Prior to the war cellophane wraps captured an important share of this market. Then the shortage of cellophane during the war brought a trend back to the open-face or platter-type package, with parchment used on the back of the bacon and folded over on the right and left flanks.

After the war many packers returned to PT cellophane bacon wraps, but it was soon evident that the real requirement for self-service handling was a tamperproof wrapper which would protect the bacon from dehydration much longer than PT cellophane. LSAT cellophane, successfully used for the now familiar 1-lb. wiener package, was found to be ideal for bacon; it kept the sliced product

PRESSED SLABS of bacon in the John Morrell & Co. plant are fed into slicing machine that cuts about 30 lbs. per min. automatically.



OF MORRELL'S

AUTOMATI

SALE ON SIGHT is the objective of new Morrell package, spe cifically designed for self service. In a single glance it provide an appraisal of the sliced meat, shingled on unusually large (nearly 8-by-10-in.) backing board, and visualization of cooked product.

Slicer' pet packe This i popul huge duction on du

ion) one of the few real in each the market (Moder June, 1947, p. 100). o the war cellophan n important share en the shortage o the war bro

in salable condition two or three times as long as PT cellophane by reducing dehydration and retarded light discoloration to some extent by lowering the oxygen transmission. First tested by an Eastern food organization,* the LSAT self-service package has now been adopted by John Morrell & Co., Ottumwa, Ia., oldest and fifth largest of the nation's independent meat-packing organizations.

The new Morrell bacon wrapper, introduced late in 1949, reflects some of the meat industry's most advanced thinking on bacon merchandising. The wrapper design was handled by a well-known packaging artist whose work for Morrell includes several All-America Package Competition winners. Development and adoption of the wrapper itself required close integration of effort by the designer, members of the Morrell sales and advertising departments, and the leading package converter responsible for the pioneering of this type of bacon wrapper.

Designed with studied attention to the requirements of both self-service cases and regular meat counters, the new package has met with unusual sales success. Its significance lies not only in its effective design and mouth-watering rotogravure color reproduction, but also in the fact that the unit which applies and heat seals the cellophane wrapper is one of the first such machines to make its appearance on a sliced-bacon line.

The new LSAT wrapper, within which the bacon slices are plattered on grease-resistant backing board, is heat sealed, but not evacuated. Tests indicate that it affords adequate product protection to meet all normal sales conditions, as attested by James S. Austin, sales manager of the Morrell Ottumwa plant. "This package is tops," Mr. Austin told his associates in a recent letter. "Reports reaching us from all over the country praise our package and also the bacon. It holds up better, retains the smoke and cure flavor far longer. Sell it with confidence."

Morrell's new Pride bacon wrapper strikes a happy medium between a blind package and one having complete visibility. The front panel design, which highlights the company and product name within the distinctive red-heart trademark, packs compelling appetite appeal in a full-color illustration of a platter containing six strips of bacon and two fried eggs. But visibility is not overlooked. A transparent window, more than 3 in. wide, permits the prospective purchaser to view more than half the actual slices. Morrell's urbane, top-hatted "Mr. Ham," one of the meat industry's best-known trade characters, appears at intervals along the right and left sides of the package against the bright yellow borders. A white circular price patch, U. S. inspection legend and brief identifying copy complete the design elements of the display side of the wrapper.

The yellow side bands continue across most of the back of the package, which also carries three tempting recipes for bacon dishes—an unusual feature in this field. The package is opened by inserting a knife and slitting it along one edge, making it easy to remove as many slices as desired. The size of the flat package—approximately 9$^{3}/_{4}$ in. wide by 7$^{3}/_{4}$ in. high—affords a large amount of printing and display area, making it ideal for self service. Also, the combination

*American Stores, Philadelphia.

ALL PHOTOS COURTESY JOHN MORRELL & CO.



BACON ON BOARDS enters automatic wrapping machine on lower level, emerges on upper level fully wrapped and sealed.



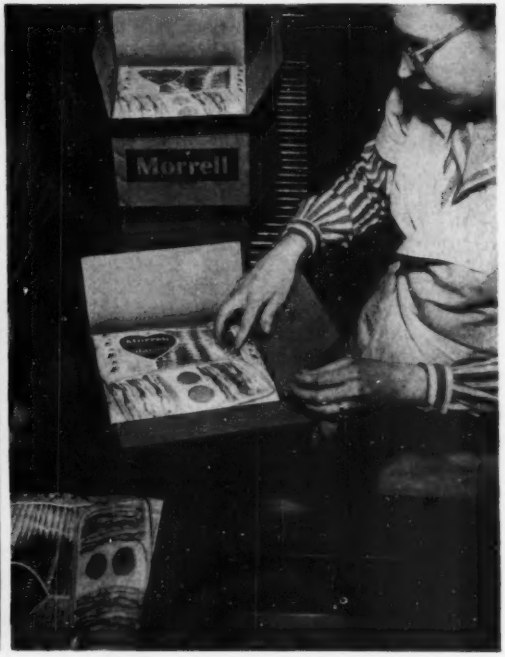
AUTOMATICALLY SHINGLED, bacon is conveyed to four weighing stations.



WEIGHING is only hand operation. Operators take approximately 1 lb. of bacon from conveyor and center it on grease-resistant backing board. Exact 1-lb. weight is obtained by adding "make-weight" partial slices.



OVER-ALL VIEW of the Morrell machine shows roll of gravure-printed LSAT cellophane which is fed continuously and cut off by electric-eye control. The production rate of the machine is 30 finished 1-lb. packages per minute.



PACKED IN CARTONS, 12 1-lb. packages to a corrugated shipping carton, immediately after leaving the wrapping machine, the bacon is ready for shipment. Heavy consumer demand for package maintains steady production.



DISPLAY VALUE of the large, flat package in cases of self-service stores is one of its big advantages. Prominent price spot in upper right-hand corner completes story-at-a-glance.

of the backing board and sealed wrapper results in a sturdy, easily handled package unit. The wrapper has been worked out for both 1/2-lb. and 1-lb. units, but at present output is confined to the larger package, which makes more effective use of the wrapping machinery and constitutes a more profitable item for the retailer.

At present Morrell has one line set up in the bacon-slicing department at Ottumwa to handle the new wrapper. After the "forming" operation in the bacon press, which squares up the bellies for more uniform slices, the slabs of bacon are run through a slicing machine which cuts about 30 lbs. per minute. The slices, automatically shingled, move by belt conveyor past four scaling stations, where operators remove them in increments of approximately 1 lb. and platter them onto the grease-resistant backing boards. These scalers then add "make-weight" slices to attain the exact weight and place the plattered slices on the conveyor again for delivery to the wrapping machine.

The bacon enters the wrapping machine via conveyor at a lower level, is automatically wrapped and heat sealed, and emerges in the opposite direction on an upper conveyor. The wrapper is supplied to Morrell in continuous rolls which are automatically cut to length by the machine, with electric-eye registration. The wrapping machine will accommodate a maximum of 30 packages per minute, including 30 lbs. of product in 1-lb. packages or 15 lbs. of bacon when the 1/2-lb. units are being run.

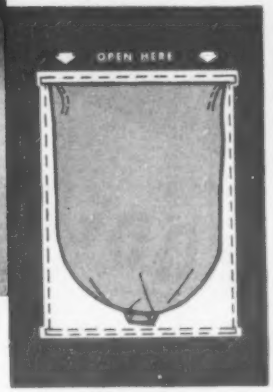
The wrapped bacon, upon emerging from the machine, moves by conveyor to another operator who packs it in units of a dozen packages, in corrugated shipping containers.

CREDITS: *Rotogravure-printed cellophane wrapper, Milprint, Inc., Milwaukee. Wrapper design, Harry H. Farrell, Chicago. Color photography on bacon-and-eggs illustration, Charles Kuoni, Chicago. Grease-resistant backing board, Marathon Corp., Menasha, Wis. Wrapping machine, Hayssen Mfg. Co., Sheboygan, Wis. Shipping containers, Ottumwa Shipping Container Co., Ottumwa, Ia.*



SIMPLIFICATION is illustrated by the above comparison of old and new G. E. packages containing everything needed to process dental X-ray film. The polyethylene bag liner makes it possible to use cans for these concentrated chemicals; saves 40% in weight, 33% in bulk and permits package to be sent through the mails.

CROSS SECTION shows how the polyethylene liner bag holding the liquid chemicals is crimped to the top seal. The can and bag are punctured simultaneously by opening with a beer-can type of opener.



Bag-in-a-can

INGENIOUS USE OF POLYETHYLENE FILM SIMPLIFIES PACKAGING AND HANDLING OF HIGHLY CORROSIVE X-RAY DEVELOPERS

Ordinarily a metal can is not a compatible container for the powerful, concentrated liquid chemicals necessary for the developing and fixing of X-ray film. Glass was the only practical package. Consequently when the General Electric X-Ray Corp., Milwaukee, Wis., recently introduced its new "Dental Dual-pack" kit with two sealed cans filled with developer and fixer solutions for dental X-ray film, curiosity was immediately aroused as to how it was possible.

They are packaged exclusively by The Edwal Laboratories, Inc., who developed the package jointly with General Electric X-Ray Corp.

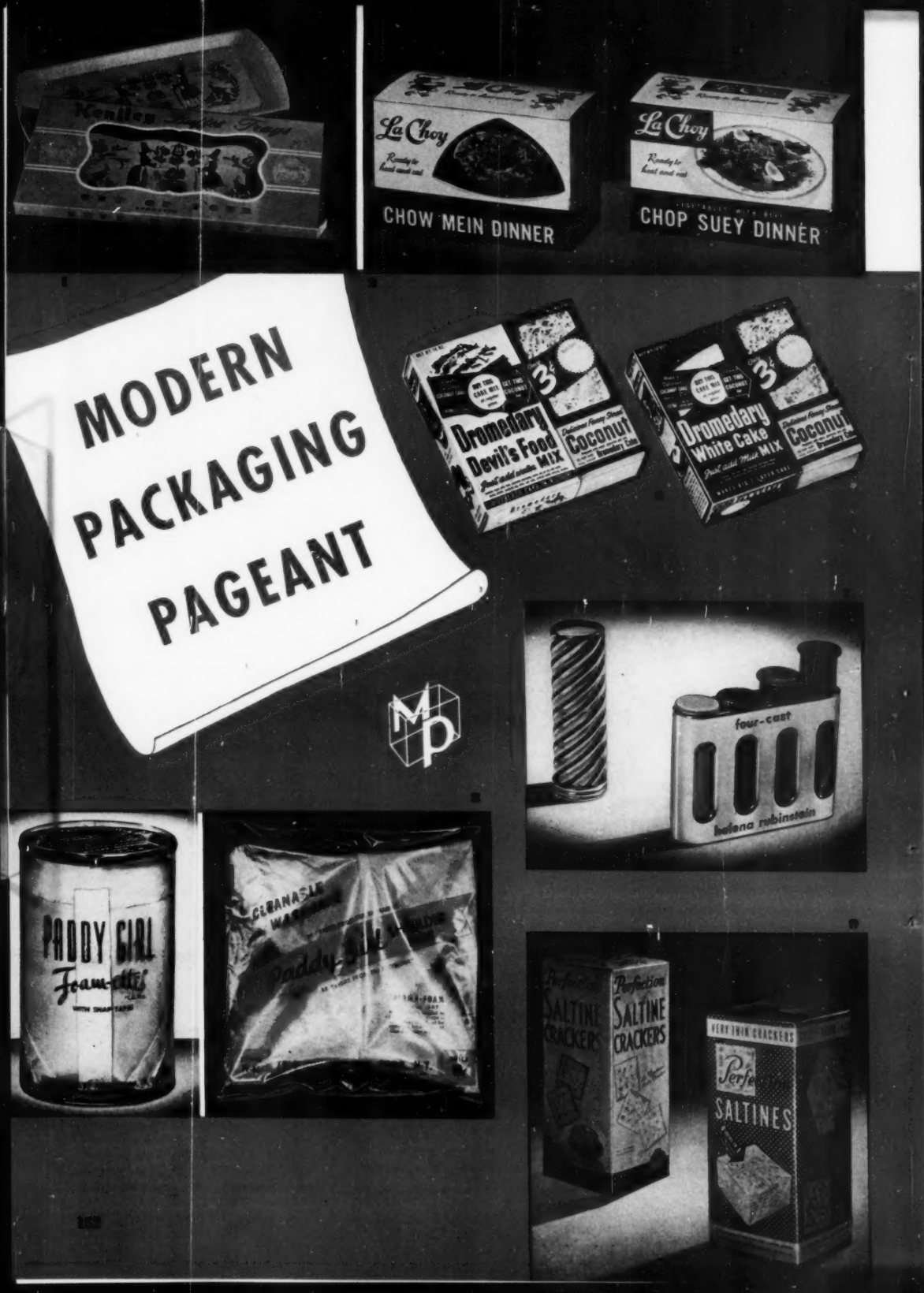
The liquids are actually in bags made of tough, chemically-resistant polyethylene film inside the cans. The polyethylene "liner" bags are crimped to the top seal of the can in such a manner that when the top is punctured, the bag is punctured at the same time. The package includes a conventional beer-can-type opener for the purpose. The accompanying diagram of a cross section of one of the cans shows the principle. The bags are of extruded tubing.

With the new "Dental Dual-pack," the company offers dental technicians and dentists a single, compact, light-weight package that contains all the developing solutions necessary for processing dental X-ray film. Each can in the carton (printed corrugated) contains a quart of concentrated liquid chemical, sufficient to make a gallon each of the two working solutions. In one can is the improved developer to which a new chemical has been added so that the danger of fogging is lessened if the darkroom door is accidently opened during the processing. The other can contains the fixer solution with the hardener (previously in a separate package) included.

The new package has a number of convenience features. It saves 40% in weight and 33% in space over the glass-bottle-and-carton packages previously used, according to the company. This lighter weight—the package can be mailed parcel post—reduces postage costs and its compactness helps conserve valuable office space. It also eliminates all danger of breakage.

Finally, the new "Dental Dual-pack" package, which retails for $2.50, makes it possible for dentists to establish an automatic replenishing system with their local dental-supply dealer whereby they can receive a new package through the mail as the solution being used is exhausted.

CREDITS: *Polyethylene bags, Traver Corp., Chicago, using 0.002 "Visqueen" polyethylene supplied by Visking Corp., Terre Haute, Ind. Shipping cartons, Langit Corrugated Box Co., Chicago.*


La Choy
CHOW MEIN DINNER
La Choy
CHOP SUEY DINNER
MODERN
PACKAGING
PAGEANT
Dromedary
Devil's Food
Dromedary
White Cake
Coconut
four-cast
helena rubinstein
PADDY GIRL
Foamette
Paddy
Perfection
SALTINE
CRACKERS
Perfection
SALTINE
CRACKERS
SALTINES



3



4



5

1 Cartons with transparent acetate windows permit shoppers to see the gay Pennsylvania Dutch design on these new Kentley Buffet Trays. The package protects against shop wear, aids with stock keeping and provides an attractive gift package. Cartons made by Paper Package Co., Indianapolis, using Celanese Lumarith.

2 Appetite appeal of La Choy ready-to-heat-and-eat Chinese dinners is greatly enhanced by these multicolored cartons which provide convenience and compactness for these popular combination-unit food specialties. Reproduction of the illustrations on the cartons is four-color process. Cartons, American Coating Mills, Div. of Owens-Illinois Glass Co., Elkhart, Ind.

3 A line of four products in 12-oz. aerosol dispensers is being introduced by LaSalle Chemical Co., to sell for under a dollar each. Two-color labels carry the LaSalle motif, with distinguishing colors for insect-killer spray, room deodorant, moth proofer and aluminum paint. Metal caps are white. Design, Jack Hollender, Chicago. Containers, Continental Can Co., New York. Labels, Randolph Printing Co., Chicago.

4 The beautiful lawn shown on three sides of the new cartons for Gold Seal Turf-Maker lawn seed is the result of multicolor gravure printing, reproducing a Kodachrome transparency directly on unusually strong and rigid sheet-fed paperboard. Finished cartons are varnished to give added brilliance. F. H. Woodruff & Sons, Inc., have adopted these cartons for their complete line of lawn seed. Cartons, Robert Gair Co., Inc., New York, using Gair's "Turfbord" stock.

5 A folding display carton in gold and white with an ingenious rosette closure at the top that gives a full view of the contents has been designed for Dermetics, Inc., New York. The purpose of the special closure is to show off the complimentary automatic powder puff packaged with a compact. Design, Martial & Scull, New York. Carton, Shuttleworth Carton Co., Inc., New York.

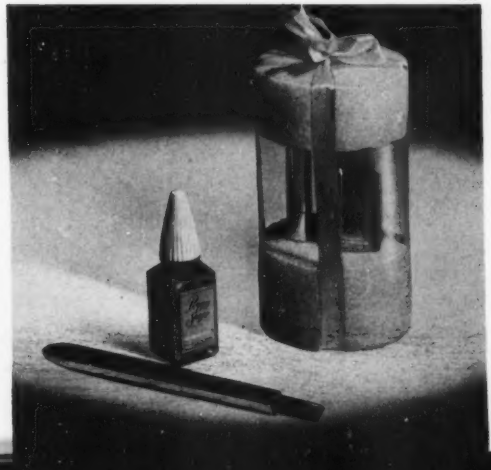
6 Although these Dromedary cake-mix cartons appear to have windows through which one can see the shredded coconut, actually the "window" is merely printed. Hills Bros. Co. have introduced these cartons as a deal package. Each one contains a separate bag with enough coconut to top the cake, in addition to the mix. The realistic illustration is reproduced from color photographs. Cartons made by Lord Baltimore Press, Baltimore, Md., using the "Fidel-Tone" process.

7 Helena Rubinstein has orginated a clever new package to merchandise a unit of four lipsticks. It's called "Compact Lipstick Four-Cast" and is designed for carrying in the purse. It is made of metal and constructed to hold four small lipsticks color-keyed to individual hair types. It ties in with the firm's advertising promotion of the lipstick as being "blended with atomized pure silk." Case, Doehler-Jarvis Corp., New York.

8 A printed polyethylene bag whose soft, flexible feeling suggests the texture of the latex foam-filled shoulder pads it contains is one of the eye-appealing packages adopted by Trio Novelty Mfg. Co., New York. The other is a compact, cylinder container made of transparent acetate. Both packages are designed for re-use as utility household containers. Bags, Flexible Package Co., Chicago. Containers, Everett Transparent Container Co., New York.

9 Four meal servings of soda crackers are now offered in the new package by Perfection Biscuit Co., Ft. Wayne, Ind. Each $^1/_4$-lb. unit is individually wrapped in cellophane; the four are then overwrapped in high-gloss, heat-sealing waxed paper. The consumer may thus use $^1/_4$-lb. at a time, while the crackers stay fresh in their individual wrappings. Wrapper design, Barnes & Reinecke, Inc., Chicago. Wrap, "Kalakote," Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich. Boxes, Consolidated Paper Co., Monroe, Mich.

10 Polystyrene foam is fabricated in two pieces to make this attractive combination package for a bottle of Peggy Sage nail polish and a lipstick. Each item fits into place between the two plastic-foam disks. The ensemble is held together with an encircling colorful satin ribbon and the label is tied to the ribbon. Plastic (Styrofoam), Dow Chemical Co., Midland, Mich.

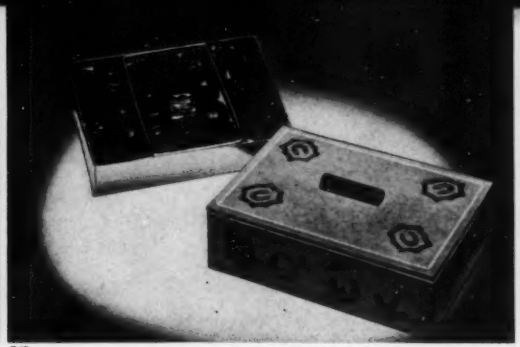


10

11 Now polyethylene film is invading the field of prepackaged textile items. The "Velvet Grip" garter pantie made by George Frost Co., for example, is intro-



11



12



13

duced in an attractive printed polyethylene bag which is re-usable as a lingerie case. The bag is not sealed so that the panties may be examined by the customer. Bag made by Shellmar Products Corp., Mt. Vernon, Ohio, using their "Shellene" polyethylene.

12 Inspired by the current interest in Western life, Barricini Candies' new "Bar B" candy box features the brand marks of famous cattle ranches. The laminated boxboard blanks are covered with printed leatherette paper. When the lid with its wooden handle and saddle-stitch trim is removed, the candy itself, placed in an inner cellophane-wrapped paperboard tray, is exposed. Box, Robert Gair Co., Inc., New York. Leatherette paper, Cambridge Paper Box Co., Cambridge Mass.

13 The protective shipping bags developed for Colony Food Products, Medford, Mass., for 30 lbs. of peeled, ready-to-cook potatoes have a three-ply construction. The inside ply is a parchment liner which provides the necessary wet-strength qualities; the middle ply is kraft paper and laminated asphalt which insulates the potatoes against rapid temperature and humidity changes, while the outer ply is made of wet-strength kraft paper that gives the bag tensile strength and tear resistance. Bag, Union Bag & Paper Corp., New York.

14 One of the leaders in adopting colorful packages for industrial products, The American Brass Co., now adds a new box containing single coils of refrigeration tubes to its Anaconda package family. The box is designed for the convenience of jobbers who previously had to break a large package to handle orders for single coils. Design, Frank Condon, New York. Box, Kraft Corrugated Containers, Inc., Bayonne, N. J.

15 A striking feature of the new private-mold, family-sized bottle for Welch's grape juice is the raised cluster of grapes blown in the glass on the front and back shoulders. Lighter in weight than its predecessor, the new bottles hold 24 oz. and will replace the former quart and pint containers, it is reported. Bottle, Thatcher Glass Mfg. Co., Elmira, N. Y. Cap, White Cap Co., Chicago. Label, Rochester Lithographing Co., Rochester, N. Y.

16 The "Precious Package" for R. M. Haan Candy Co., Inc., was awarded one of the certificates of special merit at the 10th annual exhibition of printing by the New York Employing Printers Assn. The award was made for the wrap as "an outstanding example of printing." Wrap, C. H. Forsman Co., New York.

17 Knouse Foods Cooperative's new "Lucky Leaf" brand of apple jellies are packaged in re-usable tumblers. The private-mold glasses, in 8- and 12-oz. sizes, have a fire-polished finish to assure a uniform sealing surface and smooth drinking lip. Label design, Ernst A. Spuehler, Chicago. Tumblers, Armstrong Cork Co., Lancaster, Pa. Closures, Anchor Hocking Glass Corp., Lancaster, Ohio. Labels, Inland Lithograph Co., Chicago.

18 Daring to be different has resulted in the use of a black background for these distinctive packages for frozen lobster tails. The Otto L. Kuehn Co. packs them in greaseproof, moisture-resistant cartons overwrapped with five-color-printed cellophane. Package, Milprint, Inc., Milwaukee.

19 Among the first to bring out sulphur-free processed maraschino cherries, Natural Sugars, Inc., has redesigned its Astoria cherry package to call attention to this fact. Bottle, Hazel-Atlas Glass Co., Wheeling, W. Va. Label, Kaltman Press, Inc., Woodside, N. Y. Cap, Phoenix Metal Cap Co., Chicago. "Cel-O-Seal" closure, E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.

20 The familiar Trol logotype appears now on two new products in the line, a dandruff-remover shampoo and an after-shave freshener. The color combinations on the two labels have been planned to harmonize with the color of the liquids and to provide instant identification. Label design, George Reiner, New York. Labels, Ever Ready Label Corp., New York. Bottles, Pierce Glass Co., Port Alleghany, Pa.

21 A restyled, modernized Sal Hepatica package now appearing on drugstore shelves is planned to give maximum visibility to the product name. Design, Egmont Arens, New York. Label, Lord Baltimore Press, Baltimore, Md. Carton, National Folding Box Co., Inc., New Haven, Conn. Bottle, Diamond Glass Co., Royersford, Pa. Jar, Owens-Illinois Glass Co., Toledo, Ohio.

21













MODERN PACKAGING PAGEANT







PHOTOS COURTESY U. S. ENGINEERING CO.

ELECTRONIC COUNTER handles both capsules and tablets in a wide range of sizes and shapes at average rate of 2,500 per min. Change-over is quickly and simply effected without replacement of any parts.

Versatile

The trend toward smaller-sized packages of tablets and capsules is one that all drug manufacturers are watching closely. At the recent American Pharmaceutical Mfrs. Assn. convention the problem of meeting this trend was the topic of many informal discussions.

Two instances are the increase in the packaging of physicians' samples and the popularity of the pocket-sized package containing 8, 12, 14, 18 or 24 tablets as a convenient consumer package.

Generally in the drug trade, the term "small-sized package" is applied to one with a count of less than 100. Now, in many instances, the count is determined more and more by the dosage and thus it is worked out to give a day's, week's or month's supply.

When this trend is linked with the well-recognized fact that the great proportion of ethical-drug packaging is done in runs from 500 to 1,500 packages, it is easy to see why drug manufacturers are showing interest in a new electronically controlled, automatic tablet-counting and filling machine which is particularly adaptable to small sizes and small runs and will handle almost any type of tablet or capsule, even the flat type of "nickel" wafers.

One of the first pharmaceutical houses to use the new tablet counter is the Carroll Dunham Smith Pharmacal Co., New Brunswick, N. J. Their equipment has been in operation for five months and, in evaluating it, Carroll D. Smith, Jr., general manager, lists four major advantages:

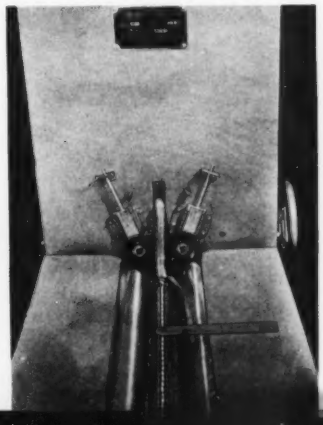
1. Universal application to all sizes and shapes of coated and uncoated tablets and capsules without the use of change parts.
2. Speed and ease of cleaning and change-over of products.
3. Accurate counts.
4. Low initial cost.

The operating flexibility of the machine is demonstrated effectively at the Smith plant, where a day's production schedule for it can include a run of 800 packages of 100's of 1-in.-diameter coated tablets, followed by a 500-unit run of 12's of elongated capsules and a 2,000-unit run of $^{3}/_{16}$-in.-diameter uncoated tablets in 50's plus several other runs of comparable units. Each of these runs can be handled by the machine with as little as 10 minutes down-time (exclusive of clean-up) for change-over, since all that is required is adjustment of three sections of the machine's feeding mechanism and resetting the dial of the electronic counting control.

The speed of the tablet counter's operation obviously depends upon the shape and size of the tablet, capsule or pill being counted, so it is not practical to set maximum and minimum operating speeds, according to Mr. Smith. Nevertheless at the Smith plant they have found the average speed is 2,500 tablets per minute, while the highest speed attained for a sustained period of time is 4,000 per minute.

Some of the typical speeds for various-sized packages were furnished by George E. Byers, production manager. On vials of eight to 12 coated tablets or capsules, the speed ranges between 30 and 40 per minute when two girls feed and remove the vials by hand (the small size of the vials makes it difficult to handle them on the con-

TABLETS MOVE in a steady stream in the channel between two revolving feed rollers. Protective plastic shield over channel has been removed for photo.



tablet counter

ITS QUICK ADAPTABILITY FOR LIMITED RUNS OF WIDELY VARYING TABLETS AND CAPSULES MEETS A GROWING NEED IN THE DRUG INDUSTRY

veyor). On 100's, where the bottles are carried by the automatic conveyor, the average speed is 20 bottles per minute and the operator has sufficient time to cotton and cap the bottles as they come through.

The greatest savings in time and labor accrue when runs of 500 or more packages are filled automatically by the machine, according to the firm.

Actually, the speed of the tablet counter is limited by the rate at which the hopper can feed the tablets. The tablets are fed at the highest speed possible for the particular tablet and as close together as possible. The electronic unit receives its impulses as the tablets pass an electric eye, recording their flow. The standard counting unit for the filler can be set for any predetermined count from one to 1,000. It will count objects as small as 0.010 in. in diameter at the rate of 15,000 per minute, according to the manufacturer, but because of the time required to snap a channelizing cut-off gate that diverts the flow from one bottle to another, the maximum counting speed is rated at 6,000 per minute.

Because of the design of the tablet counter's feeding mechanism, all but the softest compressed-powder tablets can be run without undue danger of chipping or marring, it is said.

This problem of chipping and marring is overcome by using an unusual combination of tangential and gravitational forces in the feeding mechanism. The machine has an overhead feed hopper with an orifice at the bottom located just above two parallel cylindrical feed rollers. Made of hard chromium-plated steel (stainless steel in the standard model) and ground to a satin-smooth finish, these two rollers, slightly inclined toward the delivery end, revolve so that the adjacent sides move upward when the machine is in operation.

The tablets move in a channel between these revolving rollers on their edge in a steady stream; they do not slide, but rather, they are forced along the path between the roller axes by the movement imparted to them by the rotation. The details of this movement are illustrated in the accompanying diagram. A narrow protective plate, made of transparent acrylic plastic, fits over a channel to keep the tablets from jumping out.

The speed of the rollers, regulated by a variable speed drive, determines the speed of the tablet movement. The two are proportional, but not the same. The width of the channel between the rollers can be adjusted to accommodate different sizes and shapes of tablets by merely turning a hand wheel at the back of the machine below the hopper.

Two sets of stationary, nylon-bristled cleaning brushes are mounted under the feed rollers, running their entire length, which remove dust from the rollers as they revolve. Broken or chipped tablets or any foreign particles automatically drop through the channel to a catch pan.

The tablets or capsules are metered from the hopper into the channel by means of a nylon brush mounted on a rotating plastic disk. A neat engineering point is that the power for this brush wheel is obtained from the two feed rollers by means of two spring-loaded idler wheels. The brush is mounted so that the bottom of the brush which contacts the tablets rotates inwardly toward the back of the hopper and this opposing movement makes it possible for only one tablet at a time to pass through the orifice into the channel. The brush also eliminates jamming of any tablets that might otherwise linger around

DIAGRAM of tablet movement in greatly enlarged detail shows path described by the combination of gravitational and tangential design of feed rollers.

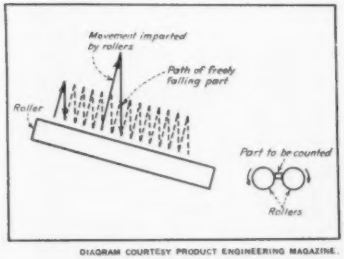


DIAGRAM COURTESY PRODUCT ENGINEERING MAGAZINE.

CLOSE-UP of transparent plastic delivery chute. Electric eye records tablet drop, relays it to counting unit which controls solenoid trip for gate.



CLEANING BRUSHES for the rollers are removable and easily accessible. They are mounted directly under the rollers. Other parts are also demountable.



the orifice on the inside of the hopper.

At the delivery end of the rollers the stream of tablets enters a chute approximately 8 in. long, also made of transparent acrylic, which empties them into a twin-spout pouring funnel above the bottles. The chute width is adjusted by turning a knob. The chute is also adjustable up and down to permit tablets of varying diameters to enter the chute smoothly from the rollers. A thumb screw is loosened to make the latter change. The angle of the chute's incline is considerably more acute than that of the rollers and consequently, as tablets drop from the rollers into the chute, they speed up, giving the separation necessary for counting.

The electric eye is mounted at the delivery end of this short chute. Every time the light beam is interrupted by a tablet, an impulse is sent to the electronic instrument which records the count. When the pre-set count is reached (20, 50, 100 or whatever the desired count), the instrument sends an impulse to the gate solenoid, causing it to snap the gate over and divert the flow from one spout to the other at the exact break between one tablet and the next.

A separate electronic synchronizing unit picks up the impulse to the funnel-gate solenoid and operates the metal arm on the conveyor that releases the filled bottle, allowing an empty one to take its place. The electronic synchronizer is provided with two adjustable time delays of 2 seconds maximum duration. The first delay is to allow the last tablet to fall into the bottle before it is released. This requires from $^1/_4$ to $^3/_4$ of a second, depending upon the shape, type and speed of the tablet. The second time delay is to hold the releasing arm open until the conveyor removes the filled bottle. This time adjustment depends upon bottle diameter; average time is about $^1/_4$ second.

The transparent plastic parts described—the rotating disk on which the metering brush at the orifice of the feed hopper is located, the guide plate over the rollers' channel and the complete delivery chute—are used because they do not tend to mark the tablets and also because they provide (1) visibility of the tablet flow at all necessary check points and (2) ease of cleaning the parts contacting the tablets.

For clean-up, the hopper gate wheel containing the metering brush can be removed by loosening three thumb screws. The hopper is then completely open and accessible for cleaning. At the Smith plant, where the feed rollers are wax coated when certain types of tablets are run, it is necessary to remove the wax during a clean-up and this is done quickly by opening the hinged metal shields on either side of the rollers, thus exposing the complete roller. The cleaning brushes under the rollers are readily accessible through a door on the side of the machine. The delivery chute and funnel sections are open and accessible for cleaning; they are demountable if necessary.

The primary interest in the new tablet counter, as indicated by its use at the Carroll Dunham Smith plant and elsewhere, is its adaptability to a wide range of tablet sizes and shapes. It is designed to fit into a packaging operation where short to medium-long runs are the rule rather than the exception.

CREDITS: *Tablet counter, "Count-O-Matic," developed and supplied by U. S. Engineering Co., New York. Electronic counting unit, Potter Instrument Co., Flushing, N. Y.*

Polyethylene provides a handy way to murder moths

An unusual example of a believed-to-be weakness of a packaging material being turned into a functional advantage is the case of the polyethylene-bagged moth crystals marketed under the brand of "Momort" by CrystalX Corp., Lenni Mills, Pa.



Polyethylene film is quite selective in its vapor permeability. It is a good barrier for certain vapors, but readily permeated by others. When CrystalX officials first heard some of the technical facts about the characteristics of polyethylene film, they wondered if it might not be suitable for packaging paradichlorbenzene crystals, whose vapors spell death to moths. Without specifying the purpose, the company asked the film supplier to run a test on the permeability rate of the film for this chemical. When the test showed that the paradichlorbenzene vapor would penetrate the film with ease, the supplier's research department sadly reported the "unfortunate" results. To their surprise, CrystalX responded immediately this was exactly what they wanted.

"Momort" is now packaged in 3- and 8-oz. polyethylene packets with a grommet in one corner to permit the bags to be hung on a nail or the hook of a clothes hanger. The packets, which are fabricated by the company, are wrapped in cellophane to prevent vapor loss until they are put to actual use. The 3-oz. packet will murder moths in 15 cu. ft. of confined space for three to four months, it is said, while 40 cu. ft. of confined space is protected from six to eight months by the 8-oz. bag. The new package also helps minimize the loss of crystals through accidents, makes it unnecessary for the housewife to sweep up any scattered particles at the end of the chemical's death-dealing period and, finally, if the crystals harden and pack, the tough, tear-resistant bag can be kneaded to loosen them.

CREDIT: *Polethylene, "Plaxpak," Plax Corp., Div. of Hartford-Empire Co., Hartford, Conn.*

Desiccant for candy

PACKET OF DEHYDRANT AT BOTTOM OF CAN LICKS MOISTURE PROBLEM

AND EXTENDS FLAVOUR'S PRODUCTS TO YEAR-AROUND SALE

Candy makers face many protective packaging problems peculiar to their product. Hard candies, in particular, are adversely affected by moisture and may stick together and become unsalable unless suitable precautions are taken. That such product limitations may sometimes be overcome through ingenious packaging, with resultant broadening of sales opportunities, is proved by the experience of Flavour Candy Co., Chicago.

For 30 years this company has vigorously merchandised an exclusive confection called Chicken Bones as the leading item in its line of hard candies. This product, which actually resembles chicken bones in appearance, consists of a hard butterscotch jacket filled with a soft center containing choice nut meats. Despite the popularity of the item, however, sales had to be confined to the colder months of the year because the product, packed in friction-lid lithographed cans, had a tendency to become damp and sticky under humid conditions. Under elevated temperatures, moisture would be drawn from the center of the pieces themselves, coating the surface and binding the candy into a solid mass. The same difficulty—and the same marketing limitations—applied equally to Black Walnut Flakes, a somewhat similar companion product also manufactured by the Flavour company.

In seeking a way to transform these popular confections to year-around sellers, Ira Golan, general manager of the company, investigated the possibilities of desiccant packaging, which received its major impetus during World War II in what was known as the Method II pack. (A review of the essential features of desiccant packaging and outline of likely civilian applications appeared in the January, 1949, issue, p. 129.) This program of investigation proved so fruitful that Flavour Candy Co. in March, 1949, adopted desiccant packaging in hermetically sealed, key-opening cans for both Chicken Bones and Black Walnut Flakes, with complete elimination of the moisture problem.

DESICCANT IS HIDDEN under a waxed paperboard disk at the bottom of the can, but does an effective job of preventing sticking of these soft-centered hard candies in hot weather—even after the can is opened.



The dehydrating agent used for these confections is a pelleted material manufactured from montmorillonite, a complex mineral. Inert, odorless and tasteless, the product can be packaged directly with foods. It is sealed in a small, "tea-bag" type of packet which is siftproof, yet sufficiently porous to permit the dehydrating agent to absorb water vapor present in the package. Combination of the dehydrating material with the hermetically sealed can provides a high degree of moisture protection despite the relatively small amount of desiccant used; 5-gram packets are employed for both the ½-lb. and 1-lb. cans of Chicken Bones and the 1-lb. cans of Black Walnut Flakes.

In preliminary tests of the new packaging method, the manufacturer submitted the sealed cans to a 95-deg. F. temperature 24 hrs. per day for a continuous period of four weeks. At the end of this time, cans were opened and the contents poured freely forth, while the control samples without the desiccant had agglomerated into a sticky, unsalable mass. During the summer of 1949, the results of this test were borne out in the field, not a single complaint being received which would indicate that the package had failed to do a complete job of protection.

The method is very simple. The packet of desiccant is placed loosely at the bottom of the can, separated from the candy by a circular disk of waxed paperboard. Its protective action is not limited to the period during which the can remains sealed; even after the container has been opened, the dehydrating agent continues to exert its effect.

CREDITS: *Desiccite No. 25-F dehydrating packets, Filtrol Corp., Los Angeles, through Eaton Chemical & Dyestuff Co., Detroit. Lithographed cans, American Can Co., New York.*

They're all getting into the act!

—and sharing one of the biggest successes in recent packaging history!

On these pages you see a list of the converters and machinery manufacturers now profiting by the increasing demand for **Pliofilm.** It's a list that's constantly growing as acceptance of this transparent packaging film becomes more widespread.

If your name isn't already in this line-up, get all the facts now on this quality-protecting, sales-building material that affords superior moistureproof protection. Write: Goodyear, Pliofilm Dept., Akron 16, Ohio.

CONVERTERS

The following converters are equipped to perform the services listed below:

PRINTERS, LAMINATORS AND FABRICATORS

Dobeckmun Company, The
Box 6417, Cleveland, Ohio

Milprint, Inc.
Milwaukee, Wis.

T. M. Royal & Company
5800 North Seventh St.
Philadelphia, Pa.

Shellmar Products Corp.
Mt. Vernon, Ohio

Standard Cap & Seal Corp.
629 Grove St.
Jersey City, N. J.

Traver Corporation
358-368 West Ontario St.
Chicago, Ill.

U. S. Envelope Company
Kellogg Container Division
21 Cypress St.
Springfield, Mass.

PRINTERS AND LAMINATORS

Nashua Gummed & Coated Paper Company
Nashua, New Hampshire

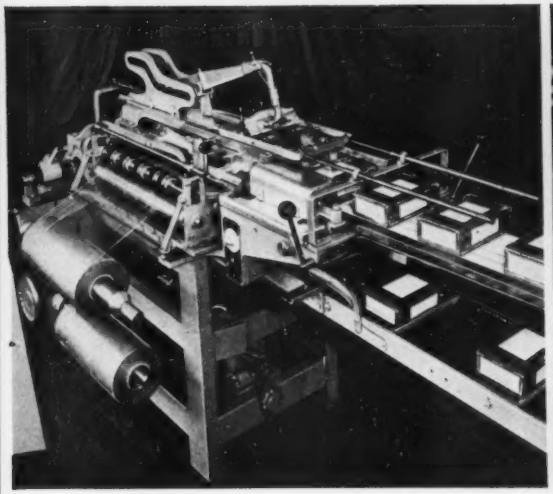
FABRICATORS

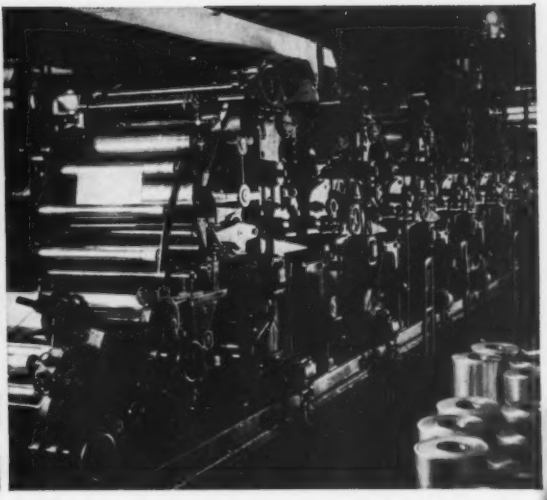
American Bag & Paper Corp.
Water & South Sts.
Philadelphia, Pa.

Central States Paper & Bag Company, Inc.
5221 Natural Bridge
St. Louis, Mo.

PACKAGERS!

If you're not yet using **Pliofilm,** get in touch with any of the suppliers listed here.





Comet Envelope & Paper Company
5 E. 17 St.
New York, N. Y.

Crystal Tube Corp.
538 South Wells St.
Chicago, Ill.

Denton Corporation, The
2124 Livingston St.
Oakland, Cal.

Kennedy Car Liners & Bag Co., Inc.
Shelbyville, Indiana

Pen-Mac-Nye Company
111 West Center St.
Akron, Ohio

Sodorff & Biehl
6569 Fourth Avenue
Seattle, Wash.

Union Bag & Paper Corp.
Woolworth Bldg.
New York, N. Y.

FABRICATORS AND LAMINATORS

Western Products, Inc.
Newark, Ohio

LAMINATORS

Floyd A. Hales Company
100 Northfield Rd.
Bedford, Ohio

Irvington Varnish & Insulator Co.
Irvington, N. J.

Standard Cap & Seal Corp.
General Felt Division
68 35th Street
Brooklyn, N. Y.

MACHINERY MANUFACTURERS

The following are prepared to supply original equipment, or to convert your present equipment to **Pliofilm** packaging:

OVERWRAP MACHINES

Allbright-Nell Co.
5223 Southwestern Blvd.
Chicago 9, Ill.

Hayssen Mfg. Company
Sheyboygan, Wis.

Lynch Corporation
Package-Machinery Division
Toledo 1, Ohio

Oliver Machinery Company
Grand Rapids 2, Michigan

Package Machinery Co.
East Longmeadow, Mass.

Transparent-Wrap Machine Corp.
Henry St. & Route 17
Hasbrouck Heights, N. J.

BAGGING MACHINES

P. H. Diffenbaugh Co.
2903 Hall St.
Dallas, Texas

Modern Containers, Inc.
3220 E. Olympic Blvd.
Los Angeles, Calif.

Simplex Packaging Machinery, Inc.
615 23rd Avenue
Oakland, Calif.

Roto Bag Machine Corp.
310 East 22nd Street
New York, N. Y.

Shumann Equipment Co.
1200 E. Carson St.
Pittsburgh, Pa.

Stokes & Smith Co.
4900 Summerdale Ave.
Philadelphia 24, Pa.

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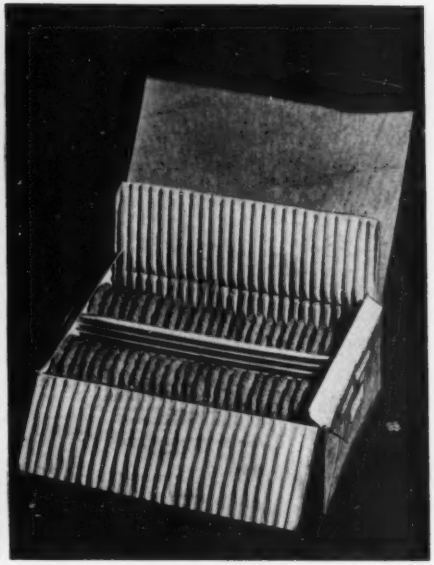
GOODYEAR
PACKAGING
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FOIL-SURFACED, new FFV cookie cartons are designed for volume-market products by Southern Biscuit Co. They are believed to be the first cookie packages with a full-color printed foil wrap.



CORRUGATED LINER of parchment cushions the rich, fragile cookies against breakage. The carton is made of white machine-coated board stock.

Cookies in foil

SOUTHERN BISCUIT CO. CLAIMS A 'FIRST' IN ITS FIELD

FOR NEW PROTECTIVE CARTON OVERWRAP, A FOIL-WAX-TISSUE LAMINATION

The Southern Biscuit Co., Richmond, Va., internationally famed for its luxury-type FFV ("Famous Food of Virginia") tea cookies and wafers, is making a bid for broad expansion into popular-price markets with a completely new line of cookies, made possible by an entirely new type of package, claimed as the first of its kind in the cookie field.

The new package, said to provide exceptional "freshness protection," is a simple folding carton, with corrugated parchment liner, overwrapped with a foil-wax-tissue lamination. This package appears to have opened up a whole new field for this flexible barrier material, already well established in other fields, which so admirably combines the qualities of eye-catching appearance with product protection and economies of automatic packaging.

The new foil-wrapped carton, holding 9¾ to 10 oz. of cookies, depending upon the type of cookie, is designed specifically for the company's three new cookie products offered in three flavors—lemon thins, orange thins and chocolate-pecan cookies. These are being specially baked in the company's traveling band ovens on a large-scale production basis to meet the mass-market merchandising requirements for packaged cookies sold through large food chains and neighborhood food markets.

For years, FFV brands of cookies have been sold in better food stores and in food departments of department stores throughout the United States. The company also enjoys a large export business.

This new line of popular-priced Southern Biscuit tea cookies in the new package is thus putting high-quality bakery products into markets where they are readily available to the average housewife as daily shopping items with high impulse appeal because of the attractive appearance of the package.

In planning the new package, Southern Biscuit's primary concern was to make sure that it afforded a high degree of protection.

This was especially important in the case of export shipments. The cookies' ingredients include high proportions of butter and vegetable

shortening, eggs, fresh lemon juice or orange juice, vanilla extract and other volatile flavoring oils.

Construction of package

The carton is made of sturdy white machine-coated board and a liner of corrugated vegetable parchment is used for both protection and cushioning.

The heat-sealable aluminum foil overwrap was adopted after exhaustive tests by the company and the supplier proved it an effective two-way barrier that would preserve the crispness and flavor of the cookies by keeping their natural moisture content sealed in and preventing moisture in the outside air from penetrating to the cookies.

In laminating the foil and paper tissue, a special wax is used that, when heated during the sealing operation, flows through the tissue, forming a protective vapor barrier all through the wrap and providing a tight heat seal.

From the sales standpoint, the sparkling, multicolor-printed foil surface has the look of quality and richness suggestive of the product. Each of the wraps features product pictorialization against backgrounds that make the illustrations stand out most effectively.

The lemon-cookie wrap is especially striking, with a transparent yellow ink used for the background in contrast to the creamy tan and toasty brown shade of the cookies reproduced in opaque inks.

On the wrap for the chocolate-pecan cookies, the cookies are shown in their natural color against a red-striped background, with the natural luster of the foil adding to the glitter of the package.

The orange-thins wrap—which are just now being produced—will have a blue background.

All of the designs have been planned to serve as eye-catchers in mass displays as well as on the store shelf.

Designs of the front, back, top and bottom panels are identical, making it easy for the dealer to stock the shelves or build displays without regard for positioning.

Package promotion

Making the introduction of the new package a feature of the start of its second half-century in business, Southern Biscuit has spared no pains to acquaint dealers with the advantages of the package.

Proclaiming that "no other cookies in America are packaged in this revolutionary new material," the company declares in sales literature that it gives "five times the freshness protection of a double-wax-wrapped cookie package"—referring to the conventional practice of using a waxed-paper liner inside a standard paperboard box, with a heavy waxed outer wrap.

"This new FFV package not only protects, not only looks better—it looks better longer," the company tells dealers. "The layer of wax and paper laminated to the aluminum foil reinforces the wrap, giving extra strength and rigidity to the entire package. These layers also add a desirable cushioning effect for protection against edge breaks and corner fractures."

Storage tests

Located in the same city with the supplier of the new wrap, the company worked closely with the producer and conducted storage tests over several months which are the basis for the resounding claims made for the package.

Initial sales reports are so gratifying that the company is having difficulty keeping production ahead of orders. It is convinced the shelf life of the cookies will be exceptionally long.

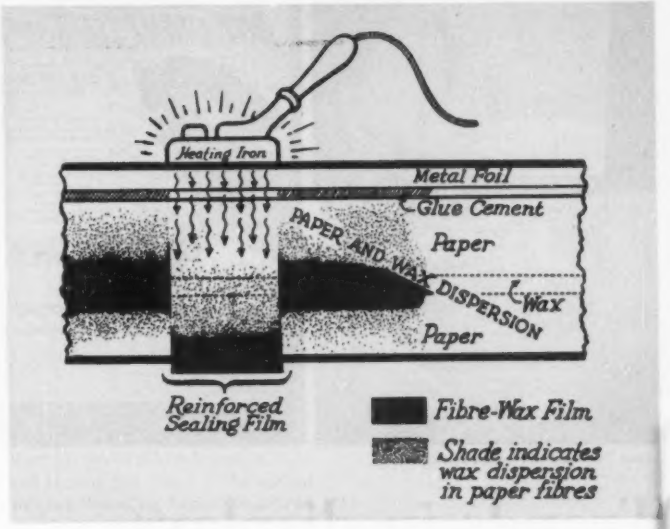


DIAGRAM shows how heat sealing causes special laminating wax to flow through wick-like tissue backing to form a tight, protective seal along all closures of the wrap. This diagram is included in a brochure with which Southern Biscuit is promoting the new package to dealers.

CREDITS: *Printed "Reyseal" wraps, Reynolds Metals Co., Richmond, Va. Cartons, Robert Gair Co., Inc., New York. Corrugated parchment paper liners, G. & B. Baker Supply Co., North Bergen, N. J. Wrapping machines, Package Machinery Co., East Longmeadow, Mass.*

FAMILIAR to all who know FFV cookies is this eye-appealing lithographed can used for the company's de luxe cookies.







1 & 2. TRICKS that sometimes make one display outsell another. Listerine jumble basket (left) is taken out of the ordinary by putting a real cigarette in girl's hand. Moveable wheel (right) showing savings by buying Colgate large economy sizes intrigues the shopper.

Trends in displays

A TIMELY REVIEW OF SUCCESSFUL CURRENT POINT-OF-PURCHASE IDEAS

DESIGNED TO MEET TODAY'S MERCHANDISING SITUATION

The successful merchandising of packaged products today demands the constant seeking out of new approaches to point-of-sale promotion. It's the touch of novelty that makes an eye-catching display—yet this must be applied to certain basic techniques of presentation that are becoming more and more definite and accepted, tailored to meet today's conditions of retail selling.

Whether it has come about because of reduction of personnel for economy reasons, through shoppers' preference for self selection or due to sheer inability to obtain aggressive and intellignt sales help, the biggest fact of retail selling in all lines today is the decline of personal salesmanship—throwing an ever-greater burden on the display and the package.

Units that get items out of hiding



3. GAS-TANK CAPS, effectively displayed on units like this, become impulse items in garages, service stations and in accessories stores.



4. ETHICAL DRUGS become high-turnover items with Becton-Dickinson Diabetic Headquarters.



5. SALES of Cory glass filter rods were stepped up 5 times with self dispensers.

Certain basic trends in the design and use of displays stem directly from this new condition. In general, in-the-store display pieces are smaller, more compact; they have to be because of the great number of such sales aids that the dealer must accommodate. More counter merchandiser cards and cartons encourage self service or semi-self service—and they save the day for many a manufacturer whose products might otherwise be stored under the counter and forgotten. Selector displays show small samples of styles and colors so the customer can make up his own mind with a minimum of "showing." The very popular compact dispenser displays called "change-makers" put penny and nickel items close to the cash register where they may add impulse items to sales already made. And because there are fewer clerks around to watch furtive hands, there are more pilferproof displays.

There are other notable new trends that are simply evolutionary in nature; resulting from the increasing awareness of basic psychological factors. There is a surprising swing to the altruistic philosophy—the maker of table syrup, for example, joining forces with the maker of pancake mix, knowing that what helps one will help the other (and knowing also that the retailer is much more apt to give space to a display that does a double-barreled job). Even more surprising (but an obvious concession to the retailer's desires) is the type of window and counter display that is designed for several actually competitive brands of a similar product, mass display of assorted brands being known to increase the sale of all to a greater extent than when a single brand is promoted by itself.

Other trends are resulting from technological developments. Improved demonstration-of-use displays have been made more effective by new devices and better construction and printing of displays. There are recent refinements in motions and flashers and three-dimensional effects to give strikingly realistic representations of the product.

In this National Packaging Month—with the 4th Annual Symposium of the Point of Purchase Advertising Institute at the Waldorf-Astoria in New York coming just ahead of the annual National Packaging Exposition & Conference in Chicago—the spotlight is on display as never before and MODERN PACKAGING considered it a good time for a comprehensive review of current trends in the field.

Examples have been carefully selected to show not only the basic principles, but also the novel ideas so important to every packager in this day when every point-of-sale dollar must produce maximum results.

Getting goods on the counter

Most impressive is the number of current displays designed to get formerly "under-the-counter" items out front where they can become impulse

Selector units for style, size and color



8. LAMPS for many purposes are seen at a glance on this Westinghouse "clothesline" unit.



9. TOOLS the shopper can see and feel are apt to mean the sale of more than planned.

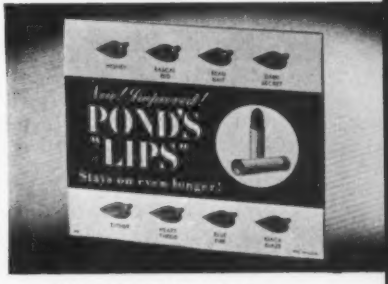
and on the counter



6. HUMOR helps to get Zir ant-paste on the counter in quantity where the shopper sees and buys the product.



7. COUNTERETTE—small unit that gets Engel Art Corners on counters, where space is limited.



10. LIPSTICK shades are quickly visualized by Pond's embossed lithographic display.

Current examples of motion and flasher



11. EGG BEATER in continual motion upped sales 300% in a test installation at Marshall Field, Chicago.



12. SKATING COLONEL is latest of Glenmore Distilleries series of whimsical motion displays.



13. FLASHER in star-shaped shadow box impells the eye to this G & W Seven-Star counter or window display.

items. There are probably hundreds of items which can still be given such treatment to win sales now missed because the packages are not properly planned for the dealer to take them out of hiding.

Example: What motorist would remember that he needed a new gas-tank cap unless he came face to face with a display of these items such as Balkamp Co., Indianapolis, has designed for service stations, garages, accessories stores, etc. The display unit is a simply constructed corrugated display carton, shipped complete, with various samples of the gas-tank caps affixed to the fold-back riser piece. The caps for sale are in cartons placed in the lower section of the display. The same type of design lends itself to other fields ranging from hardware to potato chips.

Example: A drug firm, Becton, Dickinson, has converted slow-moving, under-the-shelf ethical-drug products into a high turnover item by a display featured as the "Diabetic Headquarters," which permits druggists to group many related items around it.

Example: The Speidel Corp.—a past master at getting its metal watchbands out on the jeweler's counter where customers can see and want them—has capitalized on the fame of a well-promoted package by developing a replica of its Sir Galahad gift case, molded in ivory-colored plastic, enlarged to twice the package size for counter and window display. This is typical of the company's packaging and display program, which has been one of the leading factors in enabling Speidel to increase the sale of watchbands some 600% over a four-year period.

Example: The Cory Corp., Chicago, has just introduced a new 12-pack paperboard counter display carton for its 50-cent packaged glass filter rods for coffee makers. According to J. W. Alsdorf, Cory president, the company knows as a result of actual retail tests that display cartons such as this actually step up the sale of Cory glass filter rods as much as five times.

Example: Mixing strong selling with the light humor of a Chinese cartoon figure who says "Me Killee Ant" on a counter display carton, the Zenith Industrial Supply Co. of Long Beach, Calif., is getting its new ant-paste product, Zir, on the counter in quantity where shoppers see and buy.

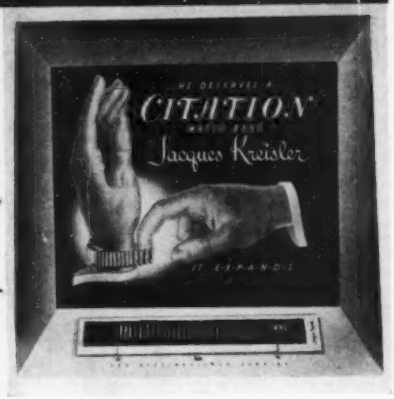
Put tools where people can feel and see them and tool sales increase. Such has been the experience of Plomb Tool Co. of Los Angeles since introducing its effective paperboard Tool-o-Mat display holding 72 tools, designed so that tools can be sold directly from it. With many allied hand tools within his reach, the customer is very apt to buy one or two more than he had originally planned to purchase.

The Engel Art Corners Mfg. Co. makes the mounting corners used by generations of amateur photographers and scrapbookers sold in drug, variety, stationery and camera stores. The multitude of products in the line has made it difficult to get display space. A new Engel display carton called a "counterette," measuring but 2¹/₄ by 3¹/₄ in., holding 17 packets of Engel

Institutional



15. ELSIE BORDEN is one of America's favorite characters because of point-of-purchase pieces like this.



14. BRACELET appears to expand as flasher goes on and off behind Jacques Kreisler's watch-band unit.

Corners, has made it easy to get this product on the counter. The cartons, ready to set up by removing the top, may be ordered with an assortment of packets containing six colors, or with all packets in one color. Color bands across the top of each packet instantly identify the color.

There is practically no end to the variety of products that can be brought out of hiding and onto the counter for semi-self-service sale with proper display treatment that will convince the dealer that he can increase his volume.

Ease of set up

Retailers' acceptance of display containers depends to a large extent on the ease with which they may be set up. Retailers these days do not have time to struggle with units that are difficult to handle and tricky to set up. If an unusual effect can be achieved without complication, it naturally adds to the effectiveness of the display.

An ingenious example is a double-wing arrangement for a counter carton used for Marchand's Hair Rinse. This arrangement of the carton permits two shoppers to serve themselves simultaneously and provides an "arc of visibility" wide enough to catch the eye of the shopper approaching from the left, right or dead center.

A clever ready-to-set-up carton of 5-cent tray-pack packages of pretzels has been put out by American Cone & Pretzel Co. It makes the Rold Gold line of pretzels a pick-up snack item like peanuts or crackers, and retailers are welcoming this self-service carton which serves also as the shipping unit for 24 packages and takes up a minimum amount of counter space.

Altruistic approach

The most talked-of subject today among display men in all fields is the "altruistic" approach—meaning group display of related items or similar items with competing brand names.

Such display is being used widely in the food field—table-syrup displays along with the makings for pancakes or waffles, chocolate along with cake makings, mustard with ham and bread for sandwich makings. A simple little display card to hold a glass jar of ready-to-spread chocolate cake frosting sold by W. Burton & Co., a division of Fred Fear & Co., Brooklyn, has had wide acceptance by grocers because it offers an ideal



19. CHANGE-MAKERS are popular with retailers. This miniature display of Tommy Teaberry atop the cash register is said to have doubled sales of Teaberry Gum in test stores.



16. HUMAN INTEREST appeal keeps Pabst name before public, creates appetite for beer.





17 & 18. CONFIDENCE must be maintained for famous drug names. Squibb is a consistent user of institutional material to present its "Priceless Ingredient" slogan. Upjohn features its time-honored specialization in preparation of vitamins.



20. THEME PIECES planned for mass display are most useful in arranging special promotions.

tie-in with cake mixes. Retailers also like displays such as the Wise Potato Chip Co. is using, suggesting the placing of potato chips in hamburger sandwiches for children's lunches.

Drug manufacturers and retailers as well are finding out the value of cooperative displays of competing brands for special promotions—the grouping of cold preparations around a central window display; shaving items around a single promotion.

Demonstration of use

Many times a product has certain appeals which must be gotten over to the shopper quickly. Point-of-purchase material has wonderful opportunity to present such messages, but doing it right takes considerable skill. Judging by current successes, there is nothing better than the demonstration technique, which projects the shopper's visualization of the product right through to its convenient use in the home.

The manufacturers of Armstrong's Jaspe-Linoleum Tiles, for instance, wanted to put over the idea that such tiles can be easily installed by the home owner, thus saving the sizable expense of contractor installation. They did it with a folksy card display showing a colorful illustration of a husband and wife laying the tiles, accompanied by a message that tells the story in a few words, "Save money, install it yourself."

The Clover Lamp Co. of Philadelphia has found that a colorful, life-sized easel figure of a woman putting her toe on the foot switch of a "Step-A-Lite" lamp gets the convenience story of this lamp across quicker than words. The life-sized figure, reproduced on paperboard and die-cut, is a sure stopper in windows or as a floor display stand.

"Builders' hardware" becomes a consumer impulse item when properly displayed. Yale & Towne is presenting its screen-door hardware for spring and summer on a compact counter display that exhibits the Yale Air-Liner Screen Door Closer and Yale Push-Pull Screen Door Catch in such a way that operation can be visualized by the shopper. The actual product is affixed to the display with schematic drawings showing just how it works—along with a description of advantages and essential selling points.

Spotlighting special features

Uses for a whole line of Schalk home-repair products—wood putty, crack filler, tile cement, wax remover, etc.—are dramatically presented at the point of sale by a simple, two-panel, stand-up paperboard display with the actual packages fitted into slots on one side and strongly tied to their uses by human-interest illustrations on the other panel. A pointing arrow serves to lock the angled display board firmly into place.

A life-sized Durall girl, holding an actual screen for the customer's inspection, puts over quickly the selling points of New York Wire Cloth Co.'s Durall Aluminum Tension Screen that needs no painting, won't stain, won't rust and can be rolled up for easy storage and put up in a few minutes by the average housewife.

Calvert Distillers Corp. recently adopted a year-around gift carton for Lord Calvert. To bring it to the attention of shoppers, Calvert adopted an effective counter display using two of the red-velour-and-gold-finished cartons with a bottle of the whiskey, showing that the gift carton is available at no extra cost. A header piece suggests "the Gift of Distinction" for birthdays, anniversaries and all gift occasions.

Features of Fashioncraft Products' new Thermo-Tainer—a double-duty nursing-bottle holder and temperature-retaining travel case—are put across quickly by a small counter merchandiser showing a life-sized picture of a baby's head, with a cut-out at the mouth for the nipple of the actual nursing bottle, which rests on the Thermo-Tainer.

Motion and flashers

The human eye is attracted to motion or flashing lights like metal to a magnet. Simpler, less expensive and sturdier mechanisms are now making possible a wider use of moving displays. Ingenious new techniques in the use of flasher lights are giving striking realism to other displays without the actual use of motion.

Ekco Products Co., has just introduced several outstanding motion displays in which egg beaters, can openers and vegetable peelers are continually in motion. A test installation of





21 & 22. RELATED DISPLAYS are becoming increasingly important. This miniature die-cut display card holding just one jar of Burton's frosting provides an ideal tie-in with cake mixes. Wise Potato Chip display can be combined with promotion of hamburger rolls, ketchup, etc.



23. SCHEMATIC DRAWINGS and samples of the products tell quickly the selling points of Yale screen-door sets.



24. TWO-PANEL display with cans of Schalk products on one side are combined with drawings of uses on other. Die-cut arrow locks display in place.



25. LIFE-SIZED figures dramatically point out convenience features.

the egg-beater display at Marshall Field is said to have upped sales of this item 300%. Similar sales increases were noted when a peeler display was installed at Woolworth's No. 1 State Street Store in Chicago.

Jacques Kreisler, the jewelry firm, uses a flasher to create a wonderful illusion of movement in a colorful display for watch bands. When the light flashes on, a finger seems to move as though pulling the bracelet to show its stretch. When the light goes out, the motion appears to be in reverse.

Among recent G & W Seven Star whiskey displays is an effective three-bottle unit made of 80-pt. board, silk screened in four colors. A five-pointed star for the center portion forms a shelf supporting two bottles, while the third bottle is displayed in a flasher-lighted shadow box.

Also in the liquor field, Glenmore Distilleries Co. is making clever use of "The Little Colonel" in motion displays. The latest one features this well-known trade character in third dimension skating on a turntable used to top a mass bottle display built on a base of full cases.

Selector units

Many products today profit from displays which make it possible for the customer to select from various styles, sizes or colors. This may be done in many ways: by actual samples affixed to the display, by illustrations of the various styles, by color swatches, etc.

A particularly clever current display in this category is one for Westinghouse light bulbs. Under a headline, "We carry a complete line of Westinghouse Light Bulbs," is an actual silk-rope clothesline affixed to a die-cut, full-color lithographed illustration of a house and yard. Seven paperboard "clothespins" hold and identify the different types of Westinghouse lamps, from small night and indicator lights to large-sized reflector and spotlights. The display not only tells the customer immediately what lamps to specify when buying, but often suggests the purchase of additional bulbs he might not have thought of otherwise.

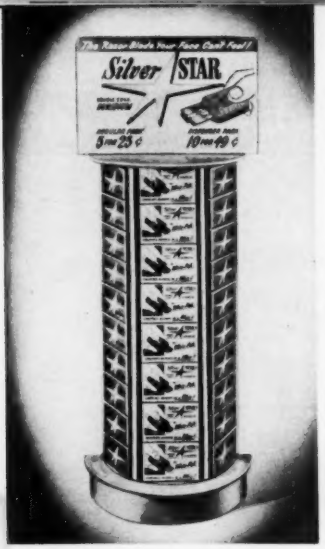
Lufkin Tools of Saginaw, Mich.,



26. THIRD - DIMENSIONAL effect achieved by new method of printing art work in pre-distorted form, then forming display by patented molding process. Some 20 leading advertisers have used this type of display since it came out a year ago.



27. DOUBLE-WING counter carton catches eye of shopper approaching from left, right or dead center. It is easy to set up—which retailers appreciate.



28. PILFERPROOF displays are necessary for many small items. This blade display, 17 in. high, commands attention, showing packages through acetate face. It requires only 6½ by 4 in. of counter space. Packages are removed from rear.

illustrate more than a hundred draftsmen's tools—a complete line—on a wall-hanging display so that fill-in selections or complete sets may be chosen.

Pond's uses color-selector displays for make-up and lipstick shades. One current one, molded of black plastic, has a circular hole in the center holding a regular-sized box of Angel Face make-up. Six small recessed circles, containing color chips to match each of the six Angel Face shades, list the proper shade name with a brief description of each. Copy is silk screened in two colors. A small plastic easel holds the selector at the proper tilt for counter use. This spring the company is distributing a lipstick shade selector featuring eight lipstick shades, reproduced by offset lithography with all shades shown in the form of embossed lips.

A variety of Arrow shirt collar styles are presented in a Cluett Peabody display featuring actual collars with a display illustration that ties in with one of the company's full-color *Saturday Evening Post* advertisements. This direct tie-in of point-of-sale with national advertising is a notable trend everywhere.

Colors for a new line of Armstrong linoleums called Splatter are quickly conveyed at the point of sale by a full-color-lithographed easel display illustrating rolled swatches of the linoleum.

Prestige builders

There is always a demand for displays that are institutional in theme—playing up quality and reputation of a brand. E. R. Squibb & Son is a consistent user of such display material to perpetuate its "Priceless Ingredient" slogan that for years has inspired confidence in Squibb products. The Borden Co. is still broadening the use of "Elsie the Cow" display pieces to spread its famous trademark to products of various divisions. Pabst Blue Ribbon beer wins many additional sales by keeping its name before the consumer in displays with folksy human-interest appeal illustrations, such as a current one showing a railroad conductor looking longingly at a bottle of cool foaming Pabst on a tray carried by a smiling club-car steward. Pepsi-Cola recently conducted a quality campaign with its lithographed display titled "Here's final proof of Pepsi quality," showing a magnified letter from United States Testing Laboratory to substantiate the claim that "Pepsi-Cola is of highest purity and possesses more quick food energy and value ounce per ounce."



29. ISLAND displays are effective in outlets where such units can be installed. This unit contains the complete line of packaged products by Davol.

Change-makers

Miniature display units placed near the cash register are ringing up many sales of small items for the dealer. There has been increasingly successful use of such units in recent years for confections, chewing gum, razor blades and similar items.

Clark Bros. Chewing Gum Co. is currently distributing 100,000 six-color displays for Teaberry Gum to be used on grocery cash registers, cigar counters and other change spots. In store tests, this point-of-purchase display more than doubled the average sales of Teaberry Gum, the company says. The attention getter of the display is a die-cut, third-dimensional figure of a trade character, Tommy Teaberry, who sits atop the cash register. Each display is 10 in. high, 15 in. wide and 4 in. deep, easel backed

30. DISPLAY SERVICES can supply installations for specific duration, provide professional experience and competent inspection. Windows so planned are most effective when related products are presented.



with space for one 20-pack box of Teaberry gum.

Miniature displays designed to hold a single package for placement beside cash registers are a recent trend—not considered change-makers, but suggestion displays to catch a purchase that might otherwise be overlooked. Pompeian Olive Oil Corp. has done very well with its Pompeian Castile Shampoo, using a compact, colorful, die-cut unit of a hand holding an actual package of the shampoo, small enough for placement on counters in strategic locations.

Getting bulky items displayed compactly in small space is one of the big problems of point-of-sale advertising. Fada Radio & Television Co. suggests one answer, showing four models of radios in only two or three feet of space by using a platformed display, arranged to keep the controls of each radio "in the clear" where salesmen can reach them easily for demonstration purposes.

Special offers

The special-offer or combination sale often poses a special problem in the need for simple display material at minimum cost that can be produced and distributed quickly. Usually such displays are restricted to one or two colors, with quick-paced copy to tell the story. A good current example is the attractive counter display card for Peggy Sage, featuring a limited-time offer of her Fairhand Lotion at 50 cents instead of the usual $1.

The novelty approach

When all is said and done, it is usually the "little touch"—something that takes the display piece out of the ordinary—that makes one promotion outsell another.

Lambert Pharmacal currently is using what might have been just another jumble basket for Listerine tooth paste, except that a real cigarette is put in the lithographed paperboard hand of a lovely girl smoker. This novelty appeal assures a "right-down-in-front" position on the drug-store counter to spur impulse sales, coordinated with the company's "Smoke all you want" campaign.

Colgate-Palmolive-Peet makes use of an interesting gimmick to emphasize the savings in buying large economy sizes of Colgate toiletries. The display shows an illustration of an economy-wise Scotsman pointing to a large list of Colgate products and is equipped with a movable wheel which the shopper may turn to reveal the saving if the "giant" size of each product is purchased.

New decorative materials are a great aid in developing novel display effects. During the past holiday season, National Distillers offered what the company called its "Holiday Season Canopy"—a printed corrugated paper in rolls with six repeats. This enabled the display decorator to cut the canopy in as many repeats as were required for back-bar display.

It is sometimes advantageous to give the dealer a display which does not tie up valuable quantities of stock, especially when the items are high priced and ordered in small quantities. Even the biggest book shops carry only two or three copies of the large-sized ($25 and up) Webster's Dictionary. G. & C. Merriam Co., therefore, supply dealers with a display picturing the big dictionary "for your home, your office, your school" in an eye-catching, two-dimensional display that gives the illusion of three dimensions.

With the increasing importance of new shopping places, such as gasoline stations, today's display advertiser must not overlook the requirements for display of his product in such locations. Weather-resistant paperboard is being used in an increasing number of displays. American Oil Co. of Baltimore, for example, has developed a striking die-cut figure promoting Amoco tires; the unit is designed so that it will fit on the gas-pump island, in front of the tire racks, in windows or around the gas pump.

Three-dimensional color

Outstanding among the new techniques is a revolutionary process of (*This article continued on page 252*)

Lawn tonic in a printed cellophane bag

Food and drug merchandisers for years have used the "sampling" technique with new products to stimulate curiosity, interest and sales. A new offshot of this technique has been adopted by The Wyodak Chemical Co., of Cleveland, Ohio, for its lawn and garden product, "Agri-Lite."

Wyodak knew it had something hot for the gardener. In appearance, the product is unlike any other familiar plant aid, being clean and flaky.

Following a period of experiment with a heavy white paper bag, the firm decided that it should take advantage of the product's appearance. Wyodak brought out a 1-lb. size in cellophane printed in four bright, warm colors. Although consumers require much more than 1 lb. for effective use, the idea was to attract attention and encourage tests through use of a display-merchandising program.

In effect, it is a sampling program. Once consumers try and benefit by use of "Agri-Lite," they purchase Wyodak's 4-lb. or 15-lb. sizes, both of which are economically put up in paper containers.

Sales of "Agri-Lite" are rising steadily with the new program. Requirements for the cellophane bags have gone to 250% more than they were last year at this time.

CREDIT: *Bag made by The Dobeckmun Co., Cleveland, Ohio, using DuPont 450 MST cellophane.*



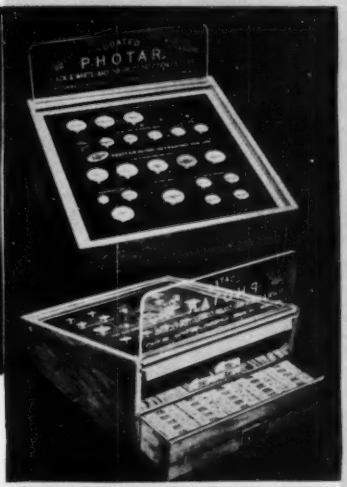
DISPLAY



Economy is the appeal for a deal just introduced by Personna Blade Co., Inc., offered with a display theme, "225 shaves for 89 cents." The display container holds 12 of the combination units. Each unit consists of a 20-blade pack and a 5-blade injector packaged together in one folding carton. A printed removable sleeve over the display carton carries dealer hints and protects the merchandise for shipping and handling. Cartons and display containers, Lord Baltimore Press, Baltimore, Md.

Since spring is the traditional time of year for house painting, Pittsburgh Plate Glass Co. inaugurates its 1950 campaign for Pittsburgh Paints with window displays planned around this clean-up theme. One of the major displays featured here presents a life-like illustration of a gleaming, freshly-painted house. The display is printed in full color and ties in the individual dealer with the national advertising. Display, Hussey-Woodward, Inc., New York.





Photar photographic filters made by Tiffen Mfg. Corp. are presented in a compact, modern display cabinet that is fitted with a stock drawer holding 72 filters. The cabinet is made of birch with a sloping glass top that permits visibility of each filter in its labeled space, yet protects them from dust. The red acrylic plastic back piece is etched with a fluorescent material. The display was designed and assembled by the company. Acrylic plastic, Rohm & Haas "Plexiglas."



To inform shoppers that Holeproof Hosiery was awarded the Fashion Academy Gold Medal for 1950, the company has introduced this counter display. It features a full-color reproduction of the medal and an actual stocking so that the sheerness and fashion details may be seen. Since the medal and the stocking explain the news visually, printed copy is kept to the bare minimum with only the brand name emphasized. Display, Philipp Lithographing Co., Milwaukee.



The oriental motif of the striking display for Jacques Kriesler's new "Golden Bamboo" watch band is integrated with the design of the polystyrene package. The Buddha figure is molded in green-tinted plaster. The bamboo stalks are real and the top piece, made of a composition material with a pebble-like surface, is silk screened. The box rests on a wooden base. Display, Copeland Displays, Inc., New York. Box, To Market, Inc., Long Island City, N. Y.

GALLERY

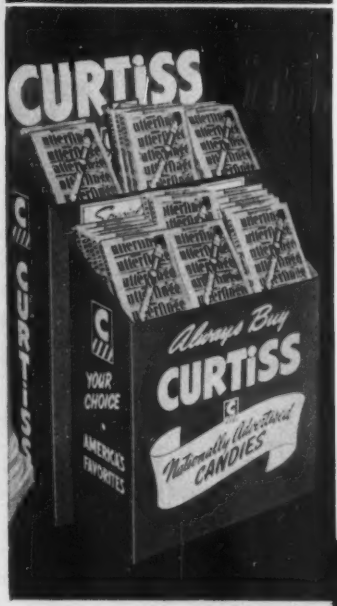
Casco Products, Inc.'s five new household aerosols are offered in a three-shelf "department" display, constructed of four-color lithographed paperboard. A novel feature is the package replica printed behind each aerosol which continues to advertise the product even after the real can has been removed. Grouping of the cans is planned to stimulate multiple sales by placing related items together on each of the three shelves. Display, Einson-Freeman Co., Inc., Long Island City, N. Y.





"Miss Curity," the new trademark doll chosen to personify Bauer & Black's Curity line of surgical dressings, made her first appearance in this window display. An actual doll made of plastic and dressed in a nurse's uniform is featured in the display. In addition there is a tie-in piece with a full-color lithographed reproduction of the doll. This display is designed and constructed to permit its use in almost any sized window. Display, Zipprodt, Inc., Chicago.

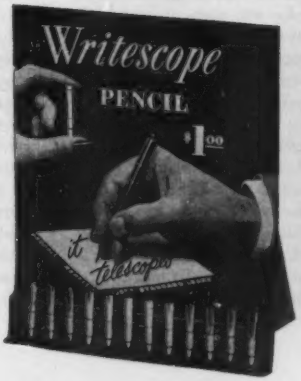
This double-tiered floor stand, designed to create impulse sales, is getting Curtiss candy out front at many important store traffic locations. It is constructed of 200-test corrugated board, printed in glossy red and white inks. The display stands 41½ in. high, is 23¼ in. wide and 18½ in. deep. Display, River Raisin Paper Co., Monroe, Mich.



A real electric clock is the feature of this new Seagram's display piece designed for dealers' shelves. The clock, which has a metal lithographed face, serves as a timely reminder of the Seagram name and can be used as a permanent display. The whole display, including the clock, is available in a particular deal now being offered to dealers. The promotional front is made of heavy lithographed board. Display, Palmer Associates, New York.



The Risdon Mfg. Co., makers of 'Scope cigarette holders now offers telescoping "Writescope" pencils and pens shipped in counter displays designed to match the 'Scope display so that dealers may show the three items together. The Writescope displays are identical except for background color: the one for pens is green, the one for pencils is blue. Items are removed from the back of the pilferproof paperboard units. Displays, Color Crafts, Inc., New York.





SINGLE OPERATOR with single switch controls flow of Rich's Whip Topping containers through machine which winds a length of pressure-sensitive tape around base of cap from roll, cuts it off and firms it in place.

THE RESULT is a neatly sealed, sanitary package, with the red tape holding valve cover in place and preventing contamination.



Automatic taper

IT SEALS SLIP CAPS ON PRESSURE DISPENSERS

FASTER THAN FOUR OPERATORS COULD DO IT BY HAND

AND REDUCES SEALING COST AT RICH PRODUCTS CORP. BY 82%

A strip of pressure-sensitive tape provides a handy means of sealing to the container a slip-cap type of closure which otherwise might be lost during shipment and handling of products.

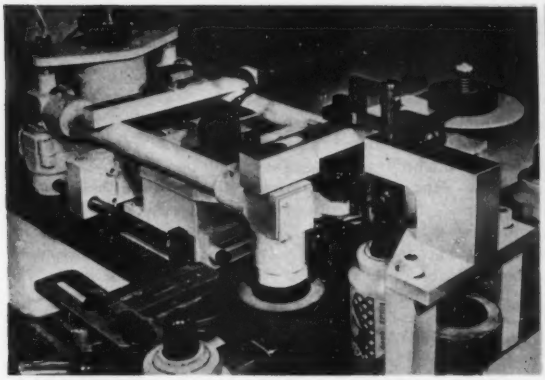
But until recently the application of such sealing strips was a job that had to be done by hand and the hand operation was a major bottleneck in packaging lines otherwise set up to move at high speed.

With the installation of an automatic tape-sealing machine, which is the first of its kind, Rich Products Corp., Buffalo, has licked this problem on filling and capping lines for its popular Whip Topping, packaged in pressurized whip-dispensing cans.

Although Rich's machine was custom built for this particular job, it is understood that similar machines can be constructed to tape seal cans or bottles from 1 to 14 in. in diameter at a minimum cost of approximately $3,500.

The taping operation now performed efficiently by the machine at the Rich plant is one that formerly required the efforts of four girls to do by hand. It applies a $3^{1}/_{4}$-in. strip of red-colored, pressure-sensitive tape, $^{5}/_{8}$-in. wide around the base of the removable plastic slip cap used on the pressurized cans, thereby sealing this protective cap over the dispensing nozzle of the can's pressure valve to make an airtight, sanitarily sealed, foolproof package.

Robert Rich, company president, estimates the machine will speed overall production by 42%. By the old, manual method each girl could tape seal 300 cans per hr. at a unit cost of 0.003 cents. The machine, which can be operated by one girl, can seal approximately 1,700 cans per hr. at a unit cost of 0.00053 cents, according to Mr. Rich. Percentagewise, the machine thus makes possible a whopping $466^{2}/_{3}$% increase in the number of



CANS ENTERING the sealing mechanism are spaced by the hold-back bars shown at lower left. Can is revolved by rotating rubber rollers while tape is applied and 3¹/₈-in. length cut off.



CANS LEAVING machine on continuous conveyor have tape pressed into conforming seal by profiled roller at left of mechanism. Note knife blades at left.

cans sealed per operator per hour and a saving in sealing cost per package of 82.3%.

The growing popularity of Rich's Whip Topping made it essential that a faster method of taping the containers be developed in order to streamline the packaging operation. The company referred its problem to the service department of the tape supplier and, after studying the problem, the engineering staff of this department went to work on the machine.

In planning the design and construction of the tape sealer, the engineers worked on the idea of using a depressed conveyor track belt that would carry the filled cans, caps prepositioned on them, through an automatic taping mechanism.

Two mechanical problems had to be overcome: (1) how to apply, press and stretch the tape to make a tight, conformable seal and (2) how to overcome shrinkage of the pressure-sensitive tape during storage of the sealed cans at temperatures as low as minus 40 deg. F.

To solve the first problem, the machine was designed with a series of five rubber rollers which handle the cans during the taping. Each roller has a specific duty; three of the five rotate the can as the tape is unwound and applied, the remaining two—adjusted to conform to the shape of the can lip at the sealing point—press and stretch the pressure-sensitive tape during its application.

The second problem—tape shrinkage in low-temperature storage—actually came up after the pilot machine had been installed at the Rich plant. It was overcome by adjusting the can control of the tape-measuring device so that a ⁸/₁₆-in. overlap of tape is purposely applied to each can. During storage, the shrinkage of the tape absorbs this overlap without the seal breaking or gapping.

As completed, the infeed conveyor belt of the 6-ft.-long, all-metal tape sealer adjoins the conveyor of the rest of the pressurized-can packaging line, thus permitting a continuous and uninterrupted flow of the filled containers.

Here's how it works:

1. Cans feed automatically onto a cycle-controlled conveyor track.

2. Before entering the taping mechanism, each can is stopped momentarily by a mechanical arm that spaces the cans.

3. Upon release into the taping mechanism, the leading can is engaged by the rotating rubber rollers.

4. The tape edge is applied around the lip of the rotating can and, after a 3¹/₈-in. strip has been wrapped around, the tape is severed automatically by a triple-bladed knife.

5. The can is given two more complete revolutions while the pressure rollers stretch and smooth the tape to the contour of the can and the plastic cap.

6. As soon as the two revolutions have been made, the sealed can is automatically ejected and the spacing arm releases the next can into the taping mechanism.

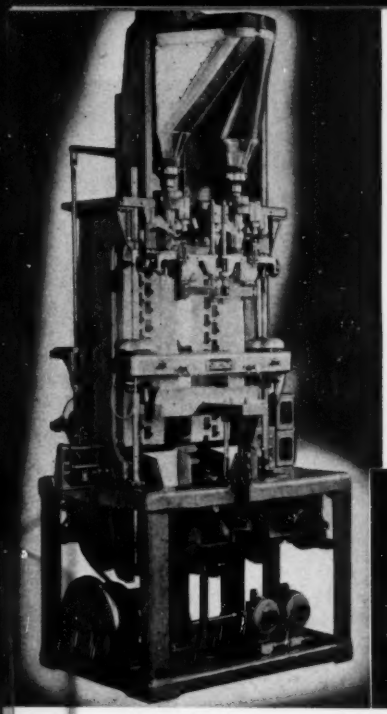
The taping cycle of the machine is about 1¹/₂ seconds from the time the can enters the tape-applying section until it is discharged. Electrical controls provide that if there is a jam-up in the flow of cans into the infeed, the tape-feeding mechanism automatically stops. A protective hood that covers the taping mechanism and interior moving parts of the machine can be removed quickly to thread through a new supply of tape or to make minor adjustments. Access to the motor housing and electrical controls is through a separate door in the back of the machine.

CREDITS: *Machine, "Scotch" Automatic Can & Bottle Sealer, Minnesota Mining & Mfg. Co., St. Paul, Minn., using "Scotch" Tape.*

PHOTOS COURTESY MINNESOTA MINING & MFG. CO.



FORMER METHOD required four girls working at stations like this one to tear off and apply tape by hand. Seals were not as uniform or dependable.



Packet-formers to handle polyethylene

Design modifications have now been made to permit the handling of polyethylene film in roll form on all models of volumetric and auger-feed automatic packet-forming and filling machines manufactured by Transparent Wrap Machine Corp.

The major problem of sticking to sealing surfaces, usually encountered when polyethylene is handled, has been overcome by the special design of the sealing dies and the addition of two coating materials. The heated sealing dies are faced with Teflon and the unheated dies are faced with a lining of silicone rubber. The assembly for the unheated dies has also been redesigned to give a steady pressure of 50 lbs. p.s.i., the company reports. The special facings on the two pairs of dies are reported to make it possible to maintain a minimum heat variation of ± 2 deg. F.

The standard cut-off mechanism on the Transwrap machines has also been completely redesigned with the result that various types have been standardized on two basic designs: (1) an improved guillotine knife for lightweight packages and (2) a heated knife for heavy-weight packages. The second type is, according to the company, best suited to minimize possible stretching of the film when the weight of the product is excessive. The package of Du-O-White Bleach is one of the samples of polyethylene bags made by the auger feed "B" model machine, also illustrated.



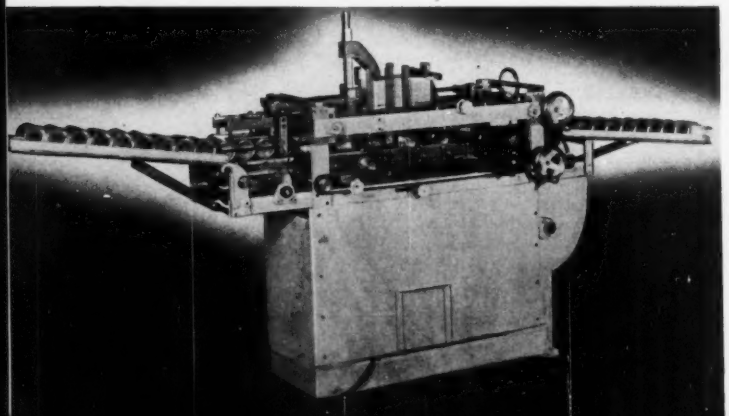
NEW MACHINERY

Can labeler with new top-feed mechanism

A new round-can labeling machine featuring a new top-feed label mechanism is being introduced by the New Jersey Machine Corp. In this machine (Model 170) the bottom label in the label bed is the one removed instead of the one from the top as is done on conventional machines. The advantage of the top label feed is in reloading, according to the company, since no double-elevator mechanism is needed. Labels can be reloaded conveniently and continuously to the machine without interrupting its operation.

The top label feed also permits the use of a curling bar which curls approximately 75% of the label to the radius of the can, it is reported. A roll-type paste applicator is used which spreads the lap paste to the extreme edge of the label and the combination of these two features, it is said, provides a much cleaner, more positive label overlap.

The machine is designed to handle cans from 202 to 404 in diameter and from 210 to 700 height, inclusive, according to the company. It is said to be a flexible unit with fast changeover from one can and label size to another. No tools are necessary for the adjustment, which is made by setting six hand wheels: can diameter, can height, carrier belt, paste-pot adjustment for lap-end and gum-pot adjustment for can diameter and height. The company is also showing a high-speed model of its Label-Dri line which applies odd-shaped labels.



Corrugated box maker with size selector

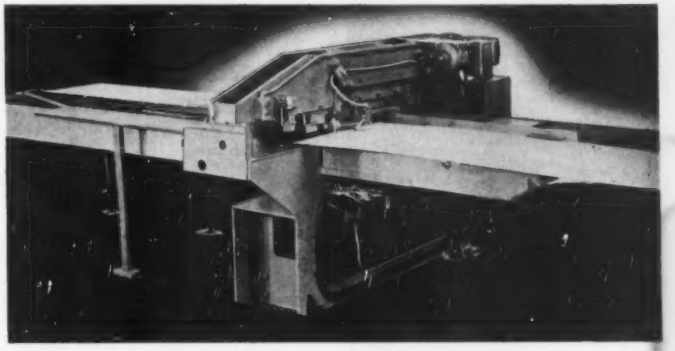
The first production models of a new automatic corrugated box-making machine, developed several years ago* and now completely tested, feature an automatic size selector that makes it possible to turn out a shipping container the exact size to fit a specified shipment and are now available through the Jacob Industries Sales Corp.

The box-making machine is of particular interest to any user of corrugated containers who has a problem of odd-sized shipments for which stock-sized cartons are not suitable, or to a shipper who packages a wide variety of products. It is designed to make possible economic procurement of a wide range of box sizes in small quantities.

The unit, which is called the "Rite Size Box Machine," turns out a scored and slotted box blank in most of the conventional styles after three dimensions of a shipment have been measured and recorded by a set of controls which regulate the over-all dimensions of the particular blank being cut and scored.

The large machine will handle large sheets of board from non-test through double-wall grades. According to the company, a complete change of box dimensions can be made in one minute or less on the production models and the machine is said to maintain an average production of more than 600 containers per hour.

Measurements of the machine are 15 ft. long, 8 ft. wide, 4½ ft. high.



* See "Cartons to Size," MODERN PACKAGING, May, 1945, p. 110.

AT THE SHOW

New bakery and textile wrapping equipment

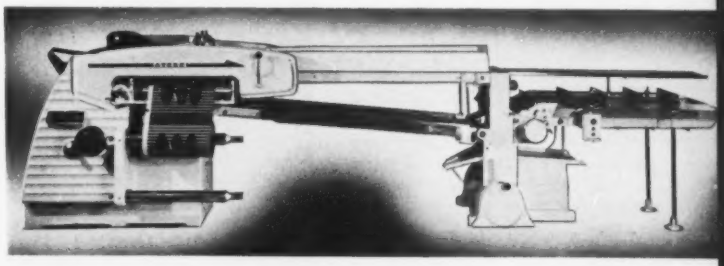
One of the machines in a new line of bakery wrapping equipment developed by Hayssen Mfg. Co., is a new automatic bread wrapper that also wraps a variety of sweet goods, cakes, rolls, buns, etc. as well as bread. This machine, which is illustrated, was specially designed for the average baker who needs a versatile wrapping machine to meet his production needs, yet who wants only one machine. The wrapper has a heavy-duty bread-slicing attachment as part of the standard equipment for it.

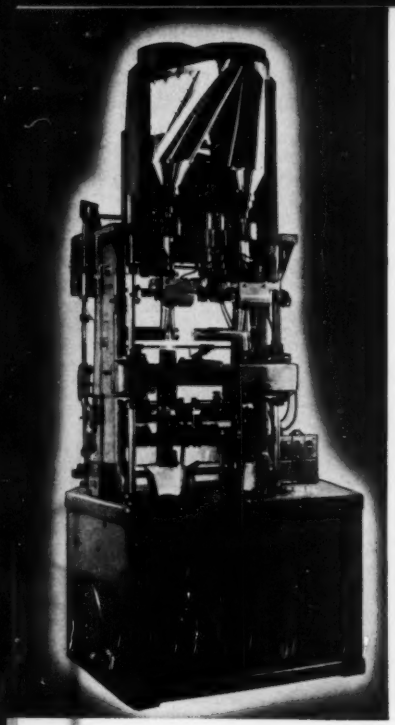
Two other wrapping and bread-slicing machines in the line of new automatic bakery-packaging equipment are (1) Hayssen's streamlined bread wrapper with a band slicer, designed strictly for a large bakery where flexibility in changing from one product to another is not a necessary machine requirement, and (2) a two-loaf wrapping machine. The latter is of interest to specialty bakers. It will take a large loaf, divide it into two halves and wrap each one of the halves separately.

It may also be used in combination with "pantry-package" operations where the loaf is sliced, divided in two, each half wrapped separately, then the two halves brought together and, operating with another wrapping machine, the two wrapped half loaves are packaged in a single unit.

The company is also introducing a line of wrapping machines for textile products such as bolts of cloth, diapers, towels, sheets, pillow cases, etc.

The models in this line are available to operate with heat-sealing cellophane, Pliofilm or kraft paper.





Unit packer adaptable to polyethylene

The first models of a new "Stokeswrap" automatic packaging machine which can handle printed or unprinted polyethylene film in roll form are announced by the manufacturer, Stokes & Smith Co., subsidiary of Food Machinery & Chemical Corp. When printed film is used, the printing is registered by means of a photo-electric registry attachment.

The heat-sealing dies have been modified to prevent the web from sticking to them and, in redesigning these dies, better heat distribution is said to have been made possible. In making the seals, the film is heated and then cooled by a special means before it is released from sealing jaws.

Since closer control of the temperature is necessary for the proper sealing of polyethylene, the improved machine has been equipped with precision temperature controls throughout so that even slight changes of a few degrees can be controlled.

Production speeds of 40 to 100 bags per minute, depending upon the size of the package, are reported when the machines run polyethylene.

Among the products suggested for packaging in polyethylene bags by Stokes & Smith as a result of their tests with the improved machine are: soap powders, bleach and chemical powders, liquids, syrups, creams and pastes, small metal parts, ball bearings and hardware, air-rifle shot, marbles, free-flowing frozen foods, nuts and hard candies, dehydrated products, hygroscopic products and powdered-milk products. One of the advantages of using polyethylene, mentioned by the company, is that its strength permits heavier weights of products to be packaged by this method than were possible with other types of heat-sealing film.

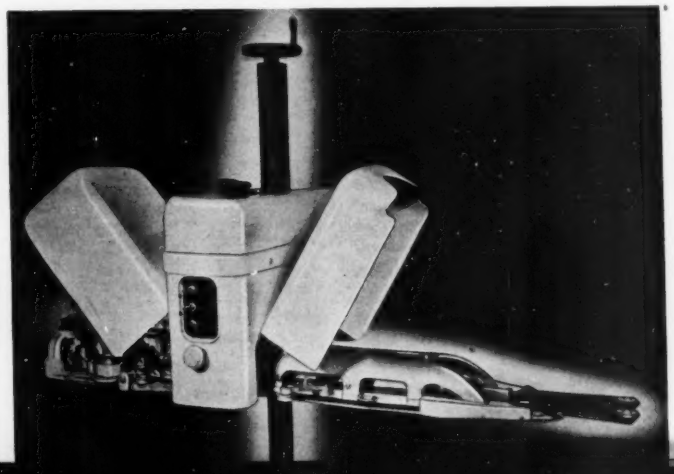
In so far as the feeding and packet-forming operations are concerned, the new machine has all the features of present-day "Stokeswrap" models which are already well known.

NEW MACHINERY

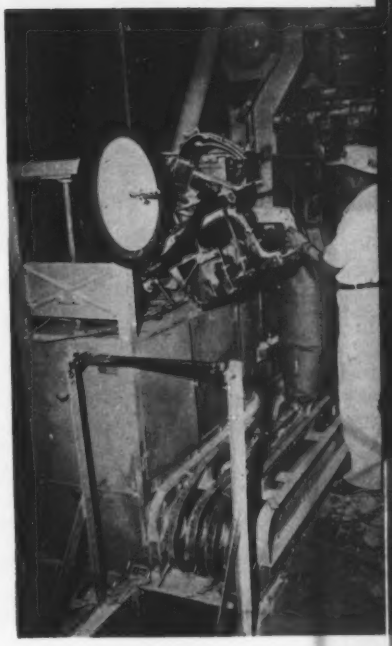
Coding, hole-punching and compression accessories

A coding device, a hole-punching device and a compression unit are new accessories now being offered by Doughboy Industries, Inc., for the company's bag-sealing machines. They can be incorporated as an integral part of the sealers by adding an extension section beyond the sealing rolls, into which can be fitted any combination of two of these new devices. The rotary sealer illustrated (Model SF–self feeding) contains the extension (lower-left end) fitted with the coding device which includes an ink roller, type and back-up roller. Either dating or pricing codes on the bag can be imprinted in the sealed area at the top by the coder, which uses a quick-drying ink. The coder is adjustable to bags of various widths and makes the impression in the same position each time, according to the company.

The hole-punching device, which is electrically controlled, makes clean, precise holes in the bag top and is also adjustable to various sizes of bags. The compression unit, a series of belts that move against spring-loaded metal back-up plates, is designed to aid in sealing waxed paper, glassine, kraft or laminated bags that require additional dwell and cooling time to assure effective closure. The compression unit may also be used for sealing labels to bag tops.



High-speed multiwall-bag filler



Recent installations of a new high-speed automatic filling, weighing and closing machine for packing flour in large multiwall paper or textile bags, manufactured by the Bemis Bro. Bag Co., have indicated that with two operators the "Packer-Aid" can handle an average of 400 bags per hour and 200 per hour with only one operator, according to the company. Other applications of the machine are for packaging corn meal, starch, etc.

The machine consists of four units: (1) auger packer, (2) auger-packer conveyor, (3) automatic weigher and (4) dual-head closing unit. It will handle bags of 50- to 140-lb. capacity.

The filling unit packs against the resistance of air pressure in a cylinder, the pressure being regulated to 80 lbs. p.s.i. for multiwall bags and approximately 60 lbs. p.s.i. for textile bags. The bag is held on the auger spout by means of a pneumatically operated bag clamp which travels down the spout until the weight of the bag reaches a predetermined position where the clamp trips a switch that stops the filling, delivers the bag to the conveyor belt, releases the clamp and returns the clamp to a starting position. The conveyor carries the bag to the weighing unit where a dribble of flour is fed into the bag to bring it up to correct weight. The automatic weigher is air operated and has an electrically-controlled scale with a vibrator feeder that is equipped with a rheostat to control the rate of flow. When the correct weight has been obtained, the bag is automatically returned to the conveyor belt and proceeds to the dual-head machine where the top is sewn. This closing unit consists of both textile and paper sewing-machine heads. The conveyor is a V-belt with the belts arranged concavely to keep the bag from tipping. Driven by the motor of the closing unit, the conveyor's speed can be regulated to travel from 22 to 38 ft. per minute.

AT THE SHOW

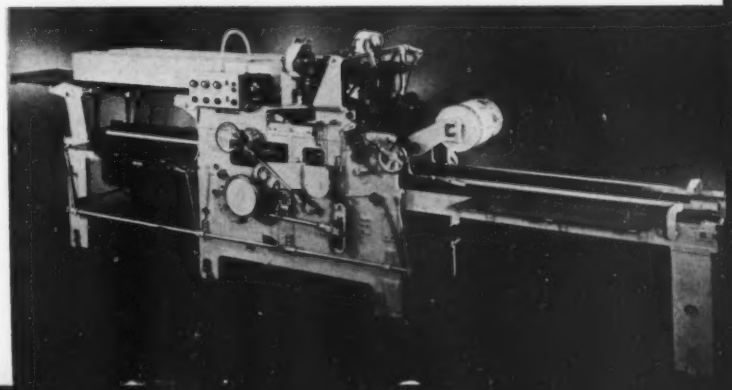
Improved new bread-wrapping machine

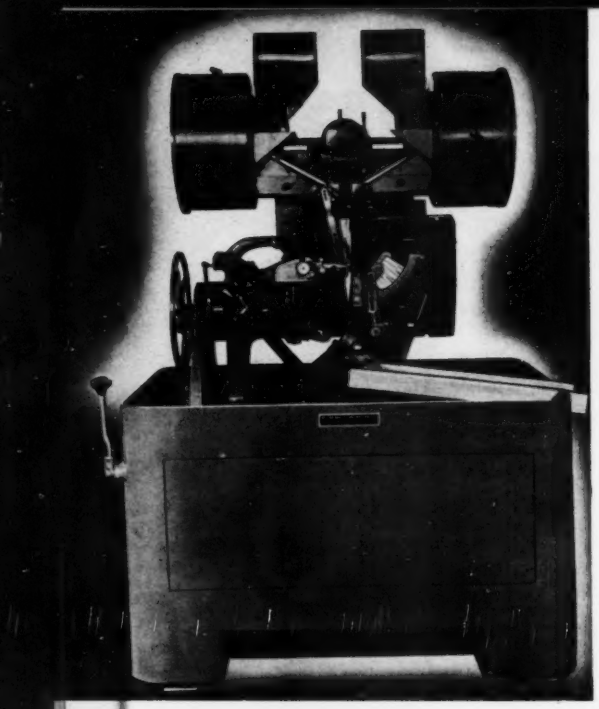
A new bread-wrapping machine (Model 200) that is claimed to eliminate loaf grippers and bottom tucker movements is being offered by Battle Creek Bread Wrapping Machine Co. The machine is said to wrap even the softest bread without damage. Designed for one-man operation, the bread wrapper can turn out 35 to 40 sliced and wrapped loaves per minute, it is said. Furthermore, the simplified adjustments make operation of the machine by unskilled help feasible.

The machine, the result of seven years of engineering development by the company, forms and seals the paper around the loaf positively and quickly by virtue of mechanical details which are said to eliminate jerky start-and-stop motions, reduce down time for maintenance and keep production flowing smoothly. No carrier or delivery belts that wax up and need replacement are used to move the loaf through the machine, according to the company. The two-plane conveyor system used to feed in the unwrapped loaves and to return the wrapped ones is said to provide extra convenience in loading and unloading the machine.

The wrapper is designed so that it may be synchronized with the company's reciprocating slicer or its band bread slicer.

Battle Creek has also introduced a combination bread wrapper and slicer machine (Model 205) which automatically applies end labels to the wrapped loaves, using roll-type labels. This machine was first shown to the public at the recent baking-industry exposition.





Nail and screw counting unit

Manufacturers of hardware, building supplies or appliances that require screws or nails for installation will be interested in an automatic machine which fills paper packets by count with small screws and nails. Made by Brown Bag Filling Machine Co., Inc., the counting-filling-sealing machine is capable of delivering from 12,000 to 24,000 filled and sealed packets, containing from one to 16 pieces, in an average day's production.

The machine handles screws from 3/16- to 1 1/4-in. long. Two different sizes can be packaged in the same packet by virtue of the double-drum feeding hoppers. When both feeding drums are loaded with the same sized screw or nail, a larger count can be obtained without slowing the speed, according to the company.

Brown Bag Filling Machine Co. has also been named exclusive distributor for two new machines developed and now being manufactured by the Hayden Separator Mfg. Co. One machine is a semi-automatic net weigher and filler for such products as beans, peas, corn, small hard candies, etc. It has a vibrator for obtaining a uniform continuous feed, with a positive shut-off and discharge when the desired weight is reached. The other machine is a heat sealer for sealing bags of thermoplastic materials which can be used in conjunction with the filling machine. The sealer can be synchronized with the filler or operated by a foot treadle.

NEW MACHINERY

Automatic polyethylene bag-making machine

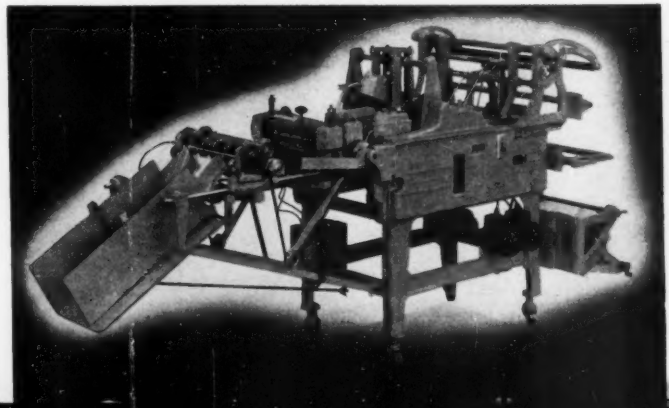
Latest addition to the line of automatic bag-making machines manufactured by Simplex Packaging Machinery, Inc., is its Model No. 4-7 machine, designed and developed especially for the fabrication of polyethylene bags. The machine fabricates polyethylene bags from roll-form material, using either flat roll stock or extruded tubing. Either flat or gusset styles can be made. Successful installations of the machine have been made where polyethylene in 0.0015-mil, 0.002-mil, 0.0025-mil and 0.003-mil gauges was run, according to the company.

The machine is available with an electric-eye attachment for registration of printed polyethylene. In the standard model, bags from 1 1/2 to 12 in. wide and from 3 to 20 in. long can be made; a large model will fabricate pouches up to 24 in. wide and 60 in. long from extruded tubing.

There is also a special model for fabricating flat pouch envelopes with seals along three edges.

The machine is equipped with a variable speed control which permits variations in operating speed from 40 to 85 revolutions per minute. Flat roll stock has been run at speeds from 40 to 60 bags per minute and extruded tubing has been run at speeds of 60 to 85 bags per minute, it is said.

Amsco Packaging Machinery, Inc., Long Island City, N. Y., is the exclusive distributor of Simplex machines on the East Coast, while Miller Wrapping & Sealing Machine Co., Chicago, is the distributor throughout the Midwest and South.



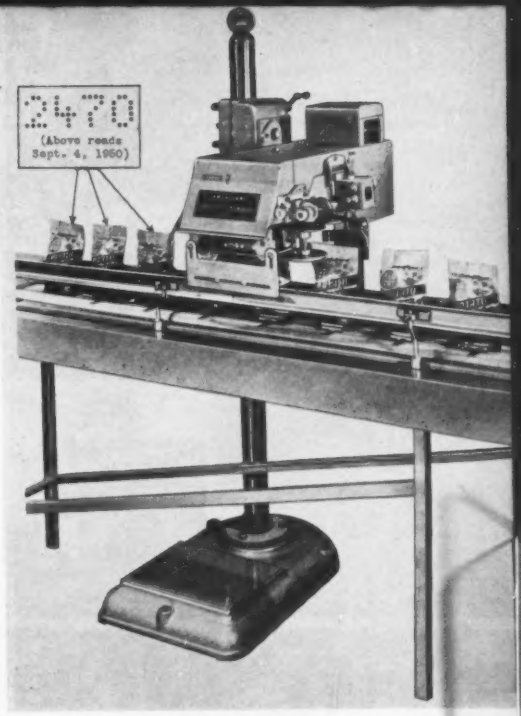
Electronic code perforator

A self-contained, high-speed, electronic coding device that perforates a code date on the tops of heat-sealed bags and, at the same time, counts the packages is being offered as the newest machine in the line of electric perforating coders manufactured by American Perforator Co.

The complete, self-powered unit is portable, being mounted on a pedestal-type stand that can be raised, lowered or tilted to meet varying conditions. There are no attachments for the unit and no operator is necessary, according to the company. In the illustration, a partial side view of this machine (Model 700) shows the electric control box and feeding mechanism. As the bags intercept the beam of the electric eye they are perforated with date, batch and plant identification numbers through the sealed portion of the bag and the package is registered by an electric counter whose meter dials are clearly visible through the front of the machine's protective cover. The speed of the feeding mechanism can be synchronized with the speed of the conveyor system which carries the bags from the heat sealer to the coder.

Depending upon the size of the bag, the machine can code up to 200 packages per minute, the company says. Coding dies are removable and interchangeable.

The machine will also make a single, round hole in the center of the bag top for hanging if that feature is desired. This model may also be used to code cartons and wrappers.



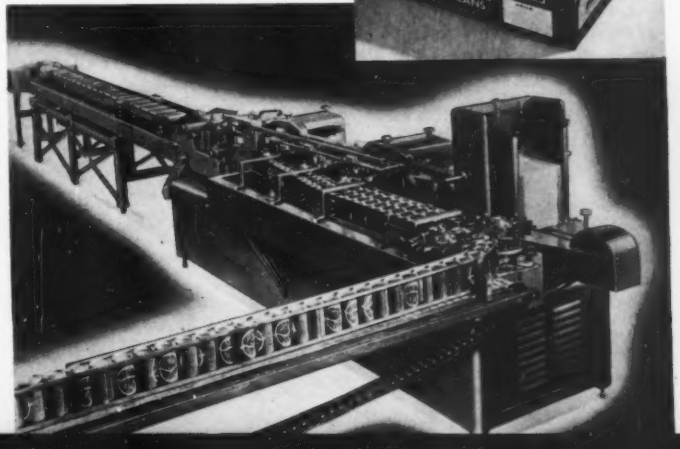
AT THE SHOW

Automatic cartoner for carry-home beer packs

A six-can automatic cartoning machine, designed particularly for six-can carry-home packages of beer and ale, is being introduced by Rockwell Packaging Machines, Inc. The first machine, as illustrated, is used by Drewrys Ltd. U.S.A., Inc., at their plant in South Bend, Ind., where it is operating in a line whose speed is 300 cans per minute. The machine will similarly handle any canned product in metal or fibre.

The upright cans approach the machine in a single lane and enter a rotary can separator that divides their flow into three lanes. Each lane leads to a star-wheel feed which takes two cans from its lane so that the carton, which has been automatically selected from the magazine and erected, receives two cans in succession from three star wheels in a smooth, continuous flow. Cartons, glue sealed on both ends, can be designed with four flaps on each end to form a completely closed carton or with three flaps on each and a handhold in the top panel. The sealed carton is discharged into a compression conveyor where it is held for about 25 seconds for the adhesive to set.





CARRY-HOME container of corrugated board is used for frozen poultry. Turkey and capons are shipped to dealers in these cartons, which are left open for customer inspection, then closed and the handle turned up for easy carrying. Address space is provided as gift suggestion.





TRADEMARK—the company's letters stylized over a ribbon-like band—is as adaptable as part of the Menorah candle design for special Passover matzos carton as it is for the company's other 119 products.

Unity in



STANDARD GLASS CONTAINERS are made distinctive with the newly designed labels for cooking oils and salad dressing, above, and for pickles, shown at right.



PHOTOS COURTESY JIM NASH.

STRONG IDENTITY of both brand and product name is conveyed quickly, as illustrated by these labels for spice group.



ADAPTABILITY of the new design is indicated by its use on these window cartons for specialty baked goods.





BOLD LETTERING of product names makes it easy for shopper to select the kind of preserves she wants. The trend toward re-usable containers is followed in the selection of tumbler-type glasses for packaging this product.



LITHOGRAPHED CANS, used for a variety of strictly kosher Passover macaroons, have excellent display value. Wrap-around paper labels are used on metal cans for packaging other types of products in the company's varied line.

diversity

NEW TRADEMARK LINKS 120 MANISCHEWITZ PRODUCTS, AIDS MERCHANDISING WITHOUT LOSS OF INDIVIDUALITY

How can we make all our packages look alike . . . and yet each look different? That was the ever-old, ever-new question faced by B. Manischewitz Co., Jersey City, N. J.

Here were their 120 diverse food and grocery items in search of a single brand personality. And here were the same 120 equally clamorous for a packaging treatment that would retain the individual characteristics of each.

The products range from soup to candies. They include one of the most ancient of prepared foods—matzos; and one of the most recent—quick-frozen foods. In the list are also preserves, canned foods and fresh baked goods; flours and meals, puddings, vinegars, spices and beverages; scouring powders and soaps. They come packaged in cartons, bottles, jars, cellophane bags, cans and set-up boxes of all sizes.

Ever since the firm was started 60 years ago by the grandfather of the present owners, B. Manischewitz Co. has been famous for its matzos. The company claims to be the biggest baker of matzos in the world. On this its prestige is not only nationwide, but world-wide. Its matzos are exported to China, South America, India, Europe, South Africa—wherever people of Jewish faith are to be found and whenever exchange conditions permit.

The Manischewitz packaging problem has many points of striking similarity with that of the I. Rokeach Co., the solution of which was described in the March issue of MODERN PACKAGING (p. 84). Both companies started with kosher products exactly 60 years ago and both are among the biggest names in this field today. Manischewitz started with matzos; Rokeach started with kosher soap and has only recently added matzos to the line, but throughout their lists of products the companies are directly competitive on many items. Both, in their repackaging, have the objective of expanding beyond the confines of the strictly kosher market.

It is instructive, therefore, to compare the two lines and note that each, in the hands of a different experienced designer, has come up with labels that meet the same general marketing requirements—yet each has its own distinct personality and the two brands would never be confused placed side by side, as they often will be, on store shelves. It is a convincing answer to those who say that modern mass-market package design is stereotyped.

While packaged matzos have come down through the years as Manischewitz's chief product, packages for other products were gradually added. Some were developed in the company's own research laboratories and test kitchens; some by purchase of another company. Every item is designed primarily to satisfy strictest Jewish tastes and requirements. Many of the foods, however, appeal to an even larger public. Among these items are the chicken soup, borscht, candies, crackers, dill pickles and quick-frozen poultry.

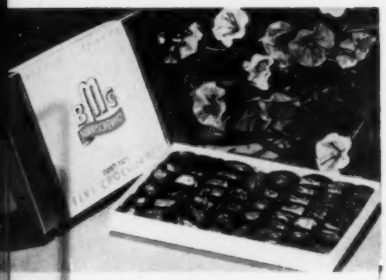
The very fact of a growing popularity with the general public proved a major factor in the decision to redesign the labels and packages.

In 1949, therefore, with an expansion program under way and a determined sales drive about to be launched, Manischewitz officers decided they must have a unifying element to draw their line of products together and to strengthen their sales program with distributors, dealers and consumers, both Hebrew and non-Hebrew.

New package labels and a trademark of universal appeal seemed to be the answer. As a first step, they called in one of the country's leading package designers, a specialist in the field of grocery-package design with many



CONFECTIONS packaged in cellophane bags, glass jars, window boxes and in standard set-up candy boxes, as illustrated here, reveal the flexibility of this simple trademark design for modification to almost any type of container.



famous national trademarks to his credit.

After study, the designer, in consultation with the officers, set up the following formula as one containing the basic elements needed. These trademark package designs and labels must:

1. Be easily identified and remembered, yet have variation within the line.
2. Reflect the top-flight quality of the products.
3. Have display value on the dealers' shelves and be effective in advertising and, in fact, wherever used.
4. Be strong enough to sell the products "on their own" in self-service stores.
5. Allow for practical production on such varied materials as paperboard, cellophane, tin, glass, paper, cloth.
6. Have space for necessary directions for use and, when space permits, carry suggestions featuring further uses.

A distinctive trademark was first evolved from the name of the company itself. The initials of the company name, in stylized design, were blown up and set over a ribbon carrying the name, Manischewitz.

This design is simple. It is strong. It can be applied to any and all of the packages. It can be identified quickly and remembered easily. It connotes quality. It provides the basic element for that unity, the "family resemblance" so much desired.

With that focal point established, the next move was to give each package its own special product identification. This was done by imprinting in good, solid, easily read lettering on the face of each package the name of the product . . . matzos, peanut oil, paprika, prune juice, dill tomatoes and so on. Each proclaims its identity so clearly it stands out on dealers' shelves and can be easily spotted by sales clerk and customer.

Only two colors were used in most cases on each package, making for economy of production. The colors, however, are varied from product to product, thereby achieving strong product differentiation—truly packages that look alike because of a common trademark symbol, yet each one different because of individual color treatment.

Most of the folding cartons are blue and red. On the packages designed for seasonal Passover sale, the color is predominately blue; on items of year-around use, the label color is predominately red. There are other color variations such as yellow for egg matzos and tan for wheat products. The seasonal Passover packages are further distinguished by the Menorah candle design, without changing or losing the value of the primary trademark.

On the sides and back of the packages, where space permits, are suggestions for additional uses of the products.

Frozen foods are the newcomers to the Manischewitz line. One of the packages developed for this is of special interest. It consists of an individual carry-home carton with handle for each frozen turkey and capon. Turkeys and capons are shipped to dealers right in these corrugated containers. The flaps are left open so that customers may inspect. Upon sale, the flaps are folded down, the sturdy handle turned up and the product is thus carried easily. As a gift suggestion, an address space on the carton is provided "from" and "to." This is one of the products upon which particular sales emphasis was laid during this year's Passover season.

By the late spring of 1950, the complete change-over of labels and cartons for the entire line will be complete. It is planned to use the new revised labels also for the export trade.

What are the results? To date, they have been highly encouraging. Distributors are showing enthusiasm. They are finding it possible to open up even wider distribution than before, are adding to the present 10,000 retail outlets. This is especially true for delicatessen stores across the country. In some cases, the quality look of the new packages has been a major factor in gaining new dealers.

Market checks show that independent grocers likewise exhibit new interest in promoting and displaying the line. Wherever installed, the new designs are reported to be holding their own in the competition for attention on dealers' shelves.

The salesmen and entire staff have accepted the changes wholeheartedly. The company is using the new package design that pulls together the entire Manischewitz family of packages as the focal point of its entire sales, promotion, merchandising and adver-

(*This article continued on page 254*)

for quality in quantity *

It's Folding Cartons by Burt



* Die cut-outs can skyrocket the appeal of a folding carton. Ask Burt to show you how inexpensively it can be done.

F. N. Burt Company Inc. • Manufacturers of Small Set-up Boxes, Folding Cartons and Transparent Containers • 500-540 Seneca Street, Buffalo 4, New York • Offices in Principal Cities Or Write Direct • Canadian Division: Dominion Paper Box Co. Ltd., 469-483 King St. W., Toronto, Canada



Quick way to make LARGE SAVINGS



The type of carton you are now using, or your method of cartoning, may be costing you far more than is necessary.

If you are using factory-processed cartons, a Palmer *continuous motion* carton forming machine will enable you to make an immediate saving in material costs. For the Palmer sets up a strong, attractive looking carton from inexpensive die-cut blanks. This type of carton, now being used by leading manufacturers, has successfully replaced many types of more expensive cartons. ***And the savings made frequently pay for the machine in less than a year!***

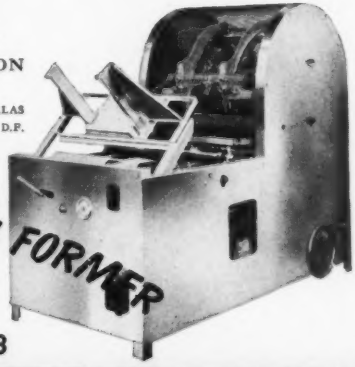
If you are setting up cartons by hand, or on a conventional carton forming machine, the Palmer ***continuous motion*** machine will likewise show important savings. It has far greater speed—up to 102 cartons per minute. Can be more quickly adjusted for a different size. And its continuous motion method of operation results in better formed, more securely sealed cartons—thus preventing damage in the over-wrapping process and waste of material.

Moreover, the Palmer gives you a finer looking carton because its exclusive method of forming and sealing locates printed panels accurately and prevents bulging sides.

Write today for cost-cutting facts on the PALMER.

PACKAGE MACHINERY COMPANY • PALMER DIVISION
SPRINGFIELD, MASSACHUSETTS

NEW YORK CHICAGO BOSTON CLEVELAND ATLANTA DALLAS
DENVER LOS ANGELES SAN FRANCISCO SEATTLE TORONTO MEXICO, D.F.



PALMER
Continuous Motion CARTON FORMER

SEE US AT THE PACKAGING SHOW—BOOTH 103

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

Polyethylene-coated paper

FIRST TECHNICAL REPORT ON A DEVELOPMENT THAT PROMISES IMPORTANT NEW POSSIBILITIES IN PACKAGING PROTECTION AT LOW COST.

By L. M. Burgess and L. F. Swec*

Ever since polyethylene first appeared on the packaging scene some five years ago, predictions have been made that the new plastic would reach its maximum usefulness in this field when a way was found to combine it economically with some low-cost material such as paper or paperboard.

The basic properties of polyethylene have been so widely published (1, 2, 3, 4)† that repetition here is scarcely necessary. Its low-temperature flexibility, its inertness, its lack of odor and taste and toxicity, its long life and its heat-sealing and other qualities are well known in the packaging field.

Techniques for laminating polyethylene film to paper were developed some time ago, but until very recently the problem of applying the resin as a hot-melt coating directly to paper and board (which offers economies and other advantages over the laminated form) defied solution.

Now, however, successful polyethylene-coated materials are being produced and are being used commercially for such purposes as tobacco packages, fibre-drum liners and multiwall bags. Continuous-coated films with a tight bond to paper are being obtained at low coating thicknesses in the range of 1/2 to 1 mil. Success of these materials in actual use suggests that the long-waited new low-cost protective medium has been achieved. The wide applicability of polyethylene-coated materials to both consumer and shipping packages commands the attention of every packaging technician.

* Field engineer and chemical engineer, respectively, H. P. Smith Paper Co., Chicago.
† Numbers in parentheses identify "References" appended.

Development of method

First attempts to combine polyethylene with paper were most discouraging. The extreme inertness of this resin to so many materials made the problem of bonding it to paper very difficult. One of the first approaches was to laminate unsupported film to paper with an adhesive. Good results have been obtained after considerable research to determine the best adhesives for this purpose. Further progress on adhesives should be forthcoming.

Another early approach was to apply polyethylene by coating from a solution. Solvents such as xylene, toluol and others were used. The solution was maintained at 200 to 230 deg. F. and concentrations of

LAMINATION of polyethylene-coated bleached kraft to foil has been adopted as pouch package for Dill's Best and two other U. S. Tobacco Co. brands, providing exceptional protection and good fold characteristics. Note the glossy white interior surface of the polyethylene.





STRENGTH is demonstrated by the weight of 220-lb. man on a polyethylene-coated paper pouch made of 60-lb. wet-strength kraft paper with 1-mil coating, heat sealed and filled with water.



MOISTURE protection. Calcium chloride in a sealed polyethylene-coated paper pouch remained essentially dry after several days' immersion in water.

resin of 20 to 30% were used. Either a knife or reverse roll coater was employed. It was necessary to keep the coated web at 250 to 300 deg. F. to evaporate all solvents and permit the coating to level. Long drying ovens were necessary to insure success of this process. This method is now being used successfully on a commercial scale.

A more recent method of applying polyethylene to paper by a kind of hot lamination has been developed. In this method the resin is extruded through a slot die head in a considerably thicker gauge than is desired. Within 1 or 2 in. of the die head the film is applied to paper by means of pressure rolls. Then, by proper adjustment of temperature, extrusion rate and web speed, the film is hot stretched prior to combining to the desired thickness. This process is said to be easy to operate, permits the use of a wide variety of base stocks of various finishes and basis weights, and is capable of high coating speed. This method also is being successfully used commercially. A considerable volume of 50-lb. kraft with approximately 1¼ mils of high-molecular-weight polyethylene is being run for the multiwall-bag industry. It is reported by the manufacturers that multiwall bags produced with this paper as one of the plies give excellent results in drop tests.

Finally, a method has been developed for coating polyethylene to paper as a hot melt and this is the method used by the authors' company. In this method, resin of 18,000 to 19,000 molecular weight or lower is applied to paper at temperatures of 400 to 450 deg. F. and where the viscosity of the resin is in the neighborhood of 10,000 to 15,000 poises. Only pure polyethylene as received from the basic suppliers is used. Therefore, the only raw materials involved are granular polyethylene and paper or cloth. The extra laminating operation and cost of film manufacture with carefully controlled caliper is eliminated. The use of adhesives or solvents, with their added cost and such problems as drying, recovery and fire hazards, is also eliminated. Relatively high coating speeds are obtainable and the coating thickness is easily controlled with successful results in the range of ½ to 10 mils. Proper pretreatment of the paper stock and post-treatment of the coated web assure excellent adhesion and gloss. Papers (and cloth) coated with this resin and by this method are known as "Loxol" and are the materials that are to be reported and discussed in the remainder of this article.

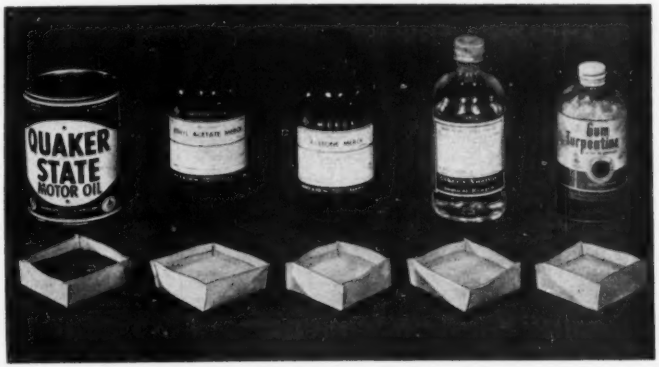
The process stems from the background of this company in the field of hot-melt coating. Prior to the appearance of polyethylene as a coating material, the company had established the properties desired in a coating material—namely, flexibility, greaseproofness, heat sealability, vapor and water resistance, and absence of odor, taste and toxicity. With the availability of polyethylene in the early postwar years it was natural for the company to turn to this material.

The first attempts to calender coat, while partially successful, were not favored because of the heavy equipment required and the slow speed. Early in the work it appeared desirable to go to England to investigate the hot knife-coating process developed there. However, so diligently was the work pursued on the hot-melt coating that coated sheets were successfully produced on the day of departure for England. The first commercial run of coated paper was used as a backing sheet for pressure-sensitive lubrication tabs, such as are attached to automobile door frames.

Test methods and results

The next problem presenting itself was the development of satisfactory test procedures. Water-vapor-resistance tests are made by the General Foods' WVTR method and all sheets are creased under 6-lb. wt./in. Weigh sheets are made into boxes and flooded with colored turpentine to determine freedom from pinholes. Careful records of coating weights

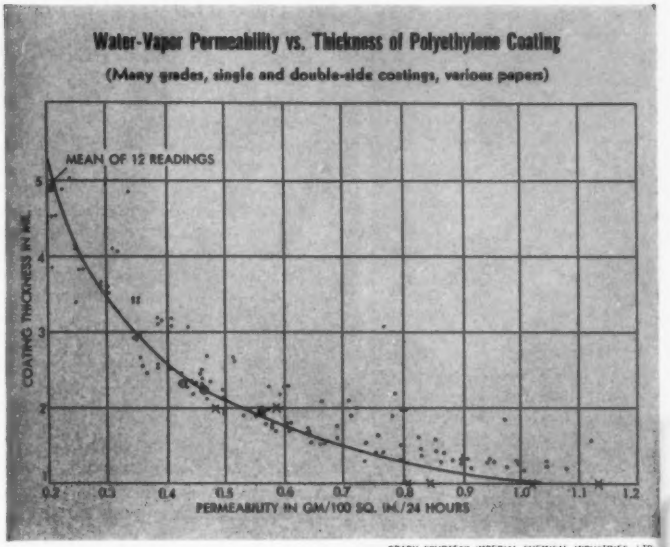
RESISTANCE to penetration by various liquids. Motor oil, ethyl acetate, acetone, acetic acid and gum turpentine (left to right) were kept in heat-sealed trays of polyethylene-coated paper without penetration for various periods that ranged from one day to several weeks.



and strength tests are kept. Adhesion is tested by placing a pressure-sensitive tape on the sheet and removing it with a quick pull.

The hot-melt process is believed to give the best adhesion to paper and the best gloss and appearance to the finished product of any of the methods so far developed for applying polyethylene to paper. The method does not merely lay the polyethylene on the surface of the paper, but gives a strong mechanical bond of coating to paper. It is believed that the method is conveniently adaptable to a wider range of coating thicknesses on most types and weights of raw stock than any of the other methods presently used. WVTRs of 1.0 ± 0.1 g./100 sq. in./24 hrs. at 90% R.H. and 100 deg. F. are consistently obtained with coatings of 1-mil thickness, whether the sheet is creased or flat.

In Table I** are given several finished-product results for several grades of the material now in commercial production, indicating the general over-all water-vapor barrier characteristics of the sheet, which were obtained on standard laboratory equipment. The graph above plots water-vapor permeability vs. thickness of polyethylene coating for a number of tests on many grades of material—single- and double-side coatings, various papers, etc.



GRAPH COURTESY IMPERIAL CHEMICAL INDUSTRIES, LTD.

Economy factors

The economy of this type of polyethylene-coated material is most obvious when it is used in applications where previously a heavy-gauge unsupported film was required for physical strength as well as protection. With the coated material the low-cost backing sheet will contribute the necessary mechanical strength and the relatively thin coating, the protection. It is not to be construed, of course, that the polyethylene-coated paper can be substituted in those cases in which a heavy-gauge film is required for some specific chemical or physical property. But it is no longer necessary to use a thick film where a thin film would, except for mechanical strength, be adequate.

An advantage of coating over lamination is, of course, that a much thinner film can be applied by coating and it will generally have better adherence to the base material.

Use in shipping containers

The application of polyethylene-paper combinations in the packaging field has already enlarged the market for a number of shipping containers.

In the multiwall-bag industry, the combination of flexibility, strength and economy has been supplied by the multiwall bag as an answer to many packaging problems. However, there have been definite limitations, where paper reacted to the product packaged in such a way that the multiwall bag was inadequate. Following is a list of products, formerly trouble-

** Courtesy Imperial Chemical Industries, Ltd., London, England.

TABLE I—WATER-VAPOR PERMEABILITY OF VARIOUS POLYETHYLENE-COATED PAPERS

Conditions:
100 deg. F., 90% relative humidity (equivalent to TAPPI standard tropic conditions)
Units:
gm./100 sq. in./24 hrs.

Material:	Polyethylene on humid side	Paper on humid side
Loxol T1 – 33 – 88	0.79	1.06
(1-mil coating on 73-lb. paper)*	0.82	0.95
	0.79	1.01
	0.83	1.07
	0.81	1.00
Means	0.805	1.02
Loxol T1 – 41 – 55	0.83	1.17
(1-mil coating on 40-lb. paper)*	0.85	1.13
	0.85	1.15
	0.83	1.10
	0.85	1.11
Means	0.845	1.13
Loxol T2 – 01 – 80	0.50	0.57
(2-mil coating on 50-lb. paper)*	0.46	0.57
	0.51	0.63
	0.46	0.57
	0.49	0.59
Means	0.485	0.59
Loxol metal foil-paper-polyethylene laminate		
Polyethylene on humid side	0.030, 0.032	
Foil on humid side	0.002, 0.004	

* Coatings taken at *nominal* coating thickness. Original points on graph plotted to *actual* coating thickness (from weight-area-density).

some or even impossible to handle, that have been successfully packaged in multiwall bags lined with polyethylene-coated paper:

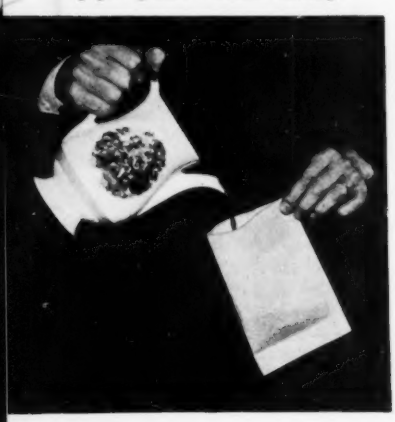
Fertilizers	Brown sugar
Resins	Celulose acetate
Ion-exchange resins	Compost
Special cements	Detergents
Calcium chloride	Meat trimmings
Humus	Mono-sodium phosphate
Peat moss	Polyethylene resin
Caustic soda	Vinylite resin
Phosphates	Powdered milk
Magnesia	Quick lime
Silica gel	Urea resins
Asphalt sealing compounds	Beta naphthol

It will be noted that some of the above items require sealing of the top and bottom of the bag and this problem is being attacked by heat sealing either with heat and pressure or hot-melt dipping.

The heat sealability of hot-melt polyethylene-coated paper offers exciting possibilities for inner bags or pouches which are vastly superior to present liners, creating packages with entirely new functions. A corrugated carton into which such a pouch has been inserted combines the lightness and strength of a paper carton with the hygroscopic protection of polyethylene. The packaging of sausage casing in sealed pouches is believed by one manufacturer to be the answer to longer shelf life regardless of seasons, with the pouch used as a liner for the corrugated carton.

The meat-packaging industry has tested and used a tray liner for institutional and hotel packing. The meat is quick frozen at minus 40 deg. F. in the tray liner and delivered to the user in the frozen form. Whereas other materials shattered at the low temperature and wax did not strip cleanly from the meat, the polyethylene-coated paper offered a satisfactory answer.

BOILING HOT coffee is being poured in polyethylene-coated paper pouch without leaking.



Another new application of the material to the container field is that of bale wrap. Here the polyethylene-coated paper is creped—and striking evidence of the excellent adhesion of the polyethylene to paper in the hot-melt process is the ability of the sheet to withstand creping. WVTR results remain the same after creping as before, a TAPPI turpentine test shows no evidence of pinholes and the bond still remains so strong that it is impossible to strip the coating without tearing fibre. The creped material is strong and flexible, withstanding arctic as well as tropical temperatures with ease, and when a wet-strength-paper base is used, it has possibilities either as a case liner or outer wrap, durable under nearly all climatic conditions.

Another interesting application of the creped material is in the horticultural field. Trees and shrubs have been planted with roots wrapped in a creped polyethylene-coated paper for many months. When the bush is sold, the nurseryman digs up the bush, brushes off the outside and ships it without the need of further burlap wrapping.

Polyethylene coating has made rapid strides in the fibre-drum industry. The development of 1- and 5-mil coated bleached sulphate board to be used as a drum liner has enabled one company to produce successfully drums that offer tremendous possibilities in many packaging fields such as the shipping of corrosive chemicals and wet products. The 5-mil film is used for the latter, while the 1-mil is used for dry powders where hygroscopicity, cleanliness and freedom from fibre contamination are the only considerations. The liner is convolutely wound, with a narrow strip of unsupported film being applied with heat to seal the seams. The bottom of the drum is lined and protection is gained at the metal top by use of a polyethylene gasket.

Closure liners

Coatings show promise in the closure field. Here the polyethylene resin is coated to white opaque stock where its gloss and whiteness as well as its functional values make it most attractive as a crown-spot material for the beverage industry. It is less costly than most thermoplastic calender-coated resins. Its freedom from pinholes and additives of all kinds, such as solvents, laminants and plasticizers, offers a completely inert and tasteless crown spot. In the beverage industry the material appears to have a bright future. Price-wise, it is competitive to foil.

Similar in application to crown spots are liners for molded plastic closures and metal caps. The neutrality of polyethylene to the items packaged reduces the need for engineering a different plastic to meet each particular liner problem. This feature, plus the wide range of calipers available, tends to give the new material a very wide market in the closure field.

Release coatings

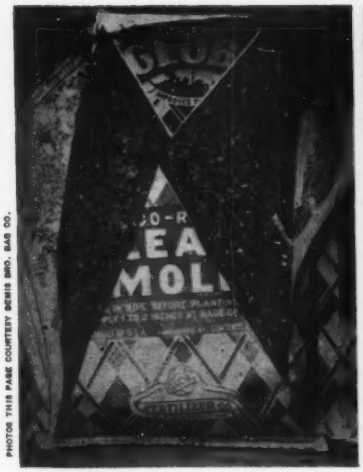
Advantage of the inertness and incompatibility of polyethylene with rubber has been taken in developing an interleaving or separator sheet for rubber and for pressure-sensitive tabs. In the oil-change-tab business, polyethylene-coated paper has almost completely eliminated Holland cloth as a backing sheet at a 60 to 70% cost saving for the manufacturer. The polyethylene surface keeps the adhesive clean and does not affect its tack or restick. Paper coated with polyethylene on two sides has met with success as an interleaf for calendered rubber stocks and is used by several rubber companies as a Holland cloth replacement at a considerable saving.

A polyethylene-coated cloth has been developed. Coated with rubber dispersion, this material is the only tape which has passed the WVTR requirement for JAN-P-127, Grade A, Type 1. This requirement calls for a maximum transmission of 1.0 gram/100 sq. in./24 hrs. at 100 deg. F. and 95% relative humidity.

Consumer packages

In consumer packages, polyethylene-coated paper, used alone or laminated to foil or other materials, offers almost limitless possibilities for better protection at lower cost. The polyethylene surfaces can be heat sealed, or they can be glued, using one of the latex adhesives.

A typical example is the pouch now



PHOTOS THIS PAGE COURTESY BEMIS BRO. BAG CO.

MULTIWALL BAG for leaf mold, used by Globe Fertilizer Co., Los Angeles, has inner ply coated with polyethylene. Bag is cut to show polyethylene.



MANURE IS KEPT for long periods in multiwall bag with an inner coating of polyethylene. The illustration above shows the glossy white interior of bag.



TEST BAG at Globe Fertilizer. Manure packed in this polyethylene-lined bag Aug. 30, 1949, was photographed Dec. 29, 1949.

being used by the United States Tobacco Co. for a line of smoking tobaccos marketed under the trade names of Dill's Best, Old Briar and Tweed. The marriage of foil, paper and polyethylene brings forth a protective material with the specifications and properties shown in Table II.

The tobacco package—of the handy pocket size favored by pipe smokers --has a clean, white gloss interior, provided by the polyethylene coating, and the aluminum foil exterior not only adds eye appeal, but helps the dead-fold characteristics for effective reseal and, of course, has excellent functional value in keeping the contents at the proper moisture level.

TABLE II—SPECIFICATIONS FOR FOIL-PAPER-POLYETHYLENE TOBACCO-POUCH MATERIAL
(Loxol Silver Chami-Pak 90)

Composition of sheet	40# bleached kraft, polyethylene coated, laminated to 0.0005 aluminum foil (21#/ream) with 9 ± 1# (7 ± 1# dry solids) rubber latex
Average finished basis weight	88 ± 2#/ream
Average weight of coating	18 ± 2#/ream of low-molecular-weight polyethylene
Mullen bursting strength	48 ± 3 psi
MD tear strength	113 ± 5 g.
CD tear strength	126 ± 6 g.
Caliper (in mils)	4.9 ± 0.2
MD tensile strength	42 ± 3#/in.
CD tensile strength	18 ± 2#/in.
% MD elongation	2.0 ± 0.2
% CD elongation	5.1 ± 0.4
Creased turpentine greaseproofness (JAN-B-121) in both directions	3 + hrs.
Creased water resistance:	
Foil side exposed to water	10 to 20 hrs. (delamination)
Coated side exposed to water	24 + hrs.
Creased lard-oil resistance:	
Foil side	Penetration thru crease in approx. 8 hrs.
Coated side	48 + hrs.
WVTR at 100° F. and 90% R.H.:	
Creased	0.19 g./100 sq. in./24 hrs.
Flat	0.05 g./100 sq. in./24 hrs.

As can be seen from Table II, the WVTR and greaseproofness properties of this material approach those of rigid metal or glass containers.

These United States Tobacco Co. packages, of similar size and construction, previously used as a pouch two sheets of bleached kraft laminated with wax. Trouble was encountered with moisture wicking through. The new package, according to the company, not only completely eliminates this trouble, but provides a material that physically is much stronger. Initially, some difficulty was experienced in getting an effective seal between polyethylene and foil surfaces in forming the pouch, but this trouble has now been eliminated and the company expresses itself as well satisfied with the package.

Generally, the heat sealing of polyethylene-coated papers can be readily and effectively accomplished. The best type of sealer is one that pre-heats the sheet and makes the side seals with pressure rolls. The bottom seal can be made with a bar after the cut-off. It is well to hold polyethylene seals under pressure until cold. This is necessary because of polyethylene's paraffinic characteristics. Seals made in this manner tear fibre when separated, withstand boiling water and withstand oil at 140 deg. F. for several days. Seals with this character-

(*This article continued on page 258*)

Vinyl latex coatings

PLASTICIZER-FREE, THESE MATERIALS ARE FINDING APPLICATIONS AS PROTECTIVE COATINGS ON CONTAINERS AND WRAPPINGS. By A. L. Hatfield*



PASTRY BOX having interior coating of Geon polyblend latex 552, a water-borne vinyl resin blended with nitrile rubber. This coating is recommended for fried goods because of its excellent grease resistance and relatively high WVT rate. Cake doughnuts, on the other hand, would use latex 653, having same grease resistance but low WVT.

Vinyl copolymer latices have found application in many industries as coatings for a variety of surfaces, including paper, fabric and leather. They are used in the paper field as moisture-, grease- and chemical-resistant coatings and films for paper and boxboard. Two particular latices Geon Latex 653 and Geon Latex 552—have proved particularly interesting in packaging applications as protective coatings on containers and wrappings for goods ranging from perishable foodstuffs to hygroscopic chemicals.

Geon Latex 653 is a water dispersion of a specially modified vinyl copolymer which neither contains nor requires plasticizer and has a total solids content of approximately 50%. As this resin dispersion is polymerically plasticized, unsupported films or coatings made from it may be used in direct contact with foods without danger of plasticizer extraction. The physical properties obtained by evaluation of these coatings or unsupported films are to be found in Table I below.

Geon Latex 552 is a mixture of a vinyl copolymer with Hycar nitrile-type rubber, blended during the course of manufacture into a polymerically plasticized resin emulsion which exhibits properties unobtainable by simple physical mixing of Geon and Hycar latex. As the plasticizing ingredient, Hycar, is polymeric, coatings from this blend may be used in contact with food with no danger of plasticizer extraction.

Geon Latex 653 is recommended for those containers or films where low water-vapor transmission and/or chemical resistance are primary requirements. Some of these products include ice-cream cartons, dairy-product containers, drums for hygroscopic chemicals, as well as many others.

If a high water-vapor transmission rate is acceptable and excellent grease resistance is desired, Geon Latex 552 is recommended. A typical example of a container with these properties is a fried-doughnut box. Cake doughnuts must be packaged in a carton or bag which has a high degree of water-vapor resistance; absence of this property in the package would permit the doughnuts to dry out rapidly. Fried doughnuts, however, if packaged in such a container would rapidly become soggy and gummy, as the high moisture content could not be dissipated. Technically, therefore, it would be to the advantage of a doughnut baker, if the choice were his, to select boxboard coated with Geon Latex 653 for packaging yeast or cake doughnuts and Geon Latex 552 coated boxboard for fried goods. Although the grease resistance of both polymers is excellent, the lower gravity of Geon Latex 552 permits the achievement of this property with less volume of materials than Geon Latex 653.

Many vinyl fabricators are familiar

TABLE I—COMPARATIVE PHYSICAL PROPERTIES

Latex	*Geon 653*	*Geon 552*
Total solids	49–53%	45–50
pH	7–8.5	8–9
Surface tension (dynes/cm.)	34–38	35–42
Viscosity (centipoises)	9–14	10–20
Particle size (microns)	0.20	0.25
Specific gravity (latex)	1.25	1.08
Specific gravity (resin)	1.66	1.19

Film physical properties (4 mil film)

	Geon 653		*Geon 552*	
Fusion temperature	*R. T.*	*Optimum–225°F.*	*R. T.*	*Optimum–300° F.*
Tensile, psi	2700	3200	1800	4300
Elongation, %	110	110	350	600
Graves tear (lbs./in. of tear)	600	750	200	1000

Physical properties of paper (coated with a one-mil film of latex–base stock 50-lb. super-calendered bleached kraft)

	Geon 653	*Geon 552*
W. V. T. (gms/100 sq. in./24 hrs. @ 95% RH & 100°F.)	0.6 gms.	10.4 gms.
Grease resistance	Excellent	Excellent

* Technical service engineer, B. F. Goodrich Chemical Co., Cleveland, Ohio.

with the high-temperature processing requirements of the ester-plasticized vinyl resins. High temperatures are necessary to drive the plasticizer into the resin, thereby making the blend suitable for commercial production. Although the process would not be practical for production of coating of paper, Geon 653 will dry and form films at room temperature. However, its excellent non-blocking characteristics are not realized unless these films and coatings are heat treated at temperatures in excess of 225 deg. F. Geon Latex 552 will also form a film at room temperature, but its film physical properties are further improved through fusion at an elevated temperature of 250 to 300 deg. F.

Both of these latices produce films exhibiting excellent chemical resistance. This property is advantageous and desirable in such applications as multiwall-bag liners, fibre drums, etc., where the finished container might be used for the packaging of hygroscopic or highly active chemicals.

If exceptional chemical resistance is required, Geon Latex 653 is the better coating material to utilize. Films and coatings of this material will resist acids, bases and all but the very active solvents (see Table II).

The excellent grease resistance of paper or boxboard coated with Geon 653 or 552 Latex allows packaging of greasy foods and eliminates the need for liners or expensive laminated sheets. Precision mechanical parts, usually coated with grease or oil, can be packaged directly in cartons protected with these latices.

Films from both latices may be swiftly and efficiently heat sealed on standard equipment. For those fabricators desiring Geon-latex-coated paper or boxboard, and who are now using glues and adhesives in their operation, a number of special cements designed for application with this type of coating are supplied by manufacturers of adhesives. Coatings of Geon Latex 653 and 552 may also be applied to paper or boxboard by usual coating methods.

Proper selection of base stock is of prime importance when considering the economical production of latex-coated board or paper. Geon 653 and 552 are made up of extremely fine particles (approx. 0.2 to 0.3 microns) dispersed in water. If the base stock to be coated is not properly sized or finished, the fine resin particles will enter the interstices of the paper or boxboard and effectively impregnate the surface layer. That portion of the coating material in the paper is lost insofar as realization of the coating physical properties is concerned. An additional amount of coating must, therefore, be applied effectively, which immediately increases the cost of the finished coated stock.

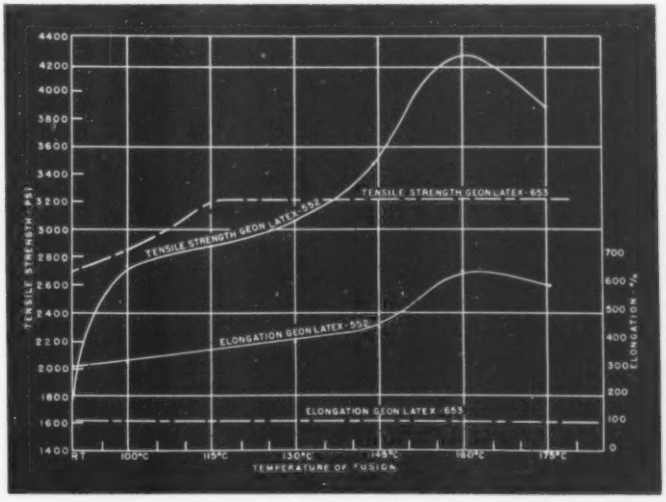
Coating mills must select base stocks which possess hard, smooth finishes. Such a finish can be obtained through sizing, super calendering, or precoating with cheap organic or inorganic materials.

Prime coating has been found to be the most effective method of producing low-cost Geon-latex-coated paper. Although this step is usually considered an extra operation, it greatly decreases the quantity of latex necessary for manufacturing a coated board or paper possessing excellent functional properties. Examples of prime coats and their effects on reducing latex coating weights are outlined in Table III. Latex coating on paper treated in this manner permits manufacture of greaseproof and moisture-resistant paper and boxboard at costs competi-

TABLE II—CHEMICAL RESISTANCE
(Geon Latex 653 film immersed in the following for 48 hrs. @ 120°F.)

Chemical	*Effect on film*
5% solution of sodium hydroxide	Unaffected
10% solution of ammonium hydroxide	Film OK, but is brown
5% sodium carbonate	Unaffected
10% hydrochloric acid	Unaffected
25% acetic acid	Unaffected
Glacial acetic acid	Unaffected
10% boric acid	Unaffected
Saturated brine	Unaffected
5% sodium hypochlorite	Unaffected
10% hydrogen peroxide	Unaffected
50% ethyl alcohol	Unaffected
95% ethyl alcohol	Unaffected
Carbon tetrachloride	Film OK, but yellowed
10% tincture of iodine	Film OK, but yellowed
Chloroform	Film disintegrated
Benzol	Film disintegrated
Acetone	Film OK, but hardened
Mineral oil	Unaffected
Cottonseed oil	Unaffected
Oil of wintergreen	Film disintegrated
Oil of peppermint	Film softened, but OK

PHYSICAL PROPERTIES OF 4-MIL FILM





EXTERIOR COATING of Geon latex is used by Continental Can Co. on fibre drums for its excellent abrasion resistance and washable surface. High gloss adds to appearance of the drums.

tive with or lower than stocks made with more conventional materials.

Very little compounding is necessary to prepare either of these latices for coating. Usually all that is required is the simple addition of a thickener solution. The varied viscosity requirements of different coating heads, coupled with speed of application and quality of base stock, demand that the thickener concentration be controlled by the latex user.

The excellent mechanical stability of Geon 653 and 552 permits these materials to be applied on a variety of coating equipment. The airknife or air-blade-type coater is becoming popular for applying coatings of all types. The design of this coater appears to be admirably suited to latex coating, inasmuch as very little, if any, mechanical action is exerted on the emulsion itself. Very light-weight coatings can be carefully controlled regardless of the base-stock smoothness, thereby permitting the operator, when coating a rough sheet, to do so with a minimum amount of coating to achieve necessary properties.

Of the various types of roll coaters, the reverse roll coater appears to be the best suited to latex coating. Employing the casting principle of application, the reverse roll coater greatly minimizes the streaking or webbing pattern encountered in other roll coaters. Streaking of the coating applied by other roll coaters may be minimized or eliminated if the wet coating contacts a smoothing bar or roll before drying. Both latices have been applied with many other types of coating equipment, including brush, doctor blade, wirewound doctor, etc., with excellent results.

Latex coating on paper or boxboard may be dried in most commercially available driers. Geon 653 and 552 coatings can be satisfactorily dried by festooning, but the temperatures normally used in this equipment are not high enough to fuse the Geon 552 coating adequately. Because this fusion process involves only flash heating, a festoon drier can be modified at low cost to include a chamber where the operation may be done. Tunnel driers are excellent for setting latex coatings and have worked most efficiently when divided into sections, each portion having its own temperature control. Drum driers may be used providing the drums contacting the coatings are protected with a thin coating of mineral oil. If this method is used, it is recommended that the drier be run at a temperature of about 250 deg. F.

Wind-up of the coated board or paper should take place after passing the web over cooling rolls to reduce the temperature below 120 deg. F. Unless this precaution is taken, blocking may occur in the roll during storage. It is difficult for a roll of coated paper to regain moisture content which is necessary for the optimum base-stock physical properties. During the wind-up process, therefore, either a small quantity of water should be added, or the paper or board should be steamed.

Certain outstanding characteristics of Geon Latices 653 and 552 should prove impressive to packaging specialists: First, absence of ester-type plasticizer, the ingredient which is so objectionable in food packaging because of the danger of imparting odor or toxicity. Second, Geon Latex 653's low rate of water-vapor transmission and the excellent grease resistance of both polymers. Third, their adaptability to conventional coating equipment and techniques.

The list of applications for these latices now includes coated paper for packaging meats and fats, greasy metal parts, liners for closures and shipping containers, decorative wraps and coated boxboard and U-board for doughnut, cake and pastry boxes. It is almost certain that this list will grow as resourceful technologists and merchandisers in the packaging field find new products and markets by utilizing these versatile materials.

TABLE III—EFFECT OF PRIME COATING ON GREASE RESISTANCE AND WVT BASE STOCK 50 LB. BLEACHED KRAFT, MACHINE FINISH, UNSIZED

	Prime coat lb./3,000 sq. ft.	*Geon 653 lb./3,000 sq. ft.*	*WVT* °	*Grease-resistance remarks*
(1)	none	5	28.6	Very poor
(2)	none	10	17.1	Very poor
(3)	none	2 coats, 5 lbs. each	3.5	Perfect on flat, few pinholes on crease
(4)	5 lb. clay	5	6.2	Pinholes on crease
(5)	5 lb. clay	10	1.8	Excellent
(6)	10 lb. clay	5	2.1	Excellent
(7)	10 lb. clay	10	0.7	Excellent
(8)	0.5 lb. PVA	5	12.1	Very few pinholes on flat, very poor on crease
(9)	1.0 lb. PVA	5	12.7	Very few pinholes on flat, very poor on crease
(10)	1.0 lb. PVA	10	2.3	Perfect on flat, poor on crease

° Gms./100 sq. in./24 hrs. @ 95% RH and 100°F.

TABLE IV—BLOCKING VS. FUSION TEMPERATURE

(Geon Latex 653, face to face 16 hrs. @ 120°F.)

Temp. of fusion °F	*1 psi*	*2 psi*	*4 psi*
R. T.	VSB	SB	SB
125°F.	VSB	VSB	VSB
150°F.	NB	VSB	VSB
175°F.	NB	VSB	VSB
200°F.	NB	VSB	VSB
225°F.	NB	NB	VSB
250°F.	NB	NB	VSB
275°F.	NB	NB	VSB
300°F.	NB	NB	NB

Note: NB—No block— samples fall apart after removal of weight.
VSB—Very slight block—a slight touch will cause samples to fall apart.
SB—Slight block—samples must be pulled apart with slight force; coating is not marred, however.

TAPPI reports

PACKAGING INTEREST IN ANNUAL MEETING CENTERS ON DISCUSSIONS OF WAXES, WET STRENGTH, COATINGS AND WATER-VAPOR TESTING

The technical side of the packaging field was, as usual, well represented at the 35th Annual Meeting of the Technical Assn. of the Pulp and Paper Industry, held late in February at the Commodore Hotel in New York.

Packaging people found particular interest in the session on wax testing, which was presided over by A. M. Heald of the Marathon Corp. and served as a meeting of the TAPPI-ASTM Joint Committee on Petroleum Wax. In addition to a review of work by the committees, severally and jointly, covering melting-point distribution, blocking point, seal strength and tensile strength, there were reports on "Modulus of Rupture Test for Paraffin Wax," by L. E. Hoag of the American Can Co.; "Determination of Sealing Strength of Paraffin Wax," by E. W. Gardner of the California Research Corp.,* and "Evaluation of Quality of Paraffin Wax," by F. H. MacLaren of the Standard Oil Co. of Indiana. Mr. Hoag described a simple apparatus and procedure for determining the modulus of rupture of paraffin wax.

While many of the sessions were concerned with paper making rather than use, there was packaging interest also in the session on wet strength, including a Du Pont report on the use of a Neoprene latex in the beaters, and in the coatings session, which featured several reports on starch and casein coatings. At the microbiological meeting, Dr. Louis C. Barail of the United States Testing Co. gave his report on the preparation and testing of mold-resistant wrapping papers, already familiar to the packaging field.†

One session was a symposium on fibre shipping case performance, presided over by H. T. Barker of Bird & Son. In the discussion of the Consolidated Freight Classification Committee's Rule 41, particular stress was laid on the present trend toward performance tests for shipping containers, simulating by laboratory tests the hazards which a container will receive during handling, warehousing and transportation. Quotations were given by E. J. Dahill of the Assn. of American Railroads from a study made by the Eastman Kodak Co. along this line and reference also was made to the procedures and tests set up by the National Safe Transit Committee for enamel ware. E. H. Balkema of the Colgate-Palmolive-Peet Co. outlined the testing procedures used by his company to evaluate shipping containers, including the use of commercial laboratories as a check on Colgate's own results, and gave a list of questions on shipping containers as a check list for other package users.

The meeting of TAPPI's Packaging Materials Testing Committee, chairmanned by L. E. Simerl, brought reports from various laboratories on the round-robin testing of a set of five samples sent out by the chairman for determination of water-vapor transmission at zero deg. F. Samples were selected for their range of water-vapor permeability and composition. One, Pliofilm, being homogeneous and noncellulosic, was expected to show the least deviation, while the other samples represented various types of coated or laminated paper, with different degrees of symmetry (one side unlike the other), or involving different means of obtaining water-vapor resistance.

Of the eight laboratories reporting to Mr. Simerl's committee, four used the Packaging Institute Tentative Test Method No. 1, developed three years ago,‡ which is a gravimetric method employing calcium chloride in a large shallow dish in a static atmosphere saturated with water vapor at zero deg. F. Two laboratories used dynamic methods based on the flow of air or gas over a specimen. The other two laboratories used procedures based upon special conditions or considerations.

The Marathon Corp. formed packages of the sample materials, filled them with a wet sponge and recorded the weight losses after storage at zero deg. F. These package tests did not agree, for some samples, with the increased permeability tests. However, the results of the four laboratories using the P. I. procedure showed very good correlation, except for a few values.

It was decided that the P. I. method with some revision should be made the basis of another round robin with more laboratories participating. New samples will be sent out to those who are equipped to use this method and who wish to participate. It is hoped that the samples will also be tested at 100 deg. F. by TAPPI T464-M44 or the General Foods method. The test results on this new round robin should be completed in time for committee discussion at the proposed fall meeting in Rochester, N. Y.

Many of the laboratories who tested the zero WVTR samples also reported results at 100 deg. F. and high humidity. These results did not show the expected good correlation. It was not possible to go into the details of each test procedure to find the reason for some of the values reported. However, these deviations may be due to the differences between the means of obtaining the high humidity atmosphere (100 deg. F. and 90% R.H.), or to other differences between TAPPI T464-M44 and the General Foods test methods. These two methods are very similar, but some of the differences would produce deviations in some sample materials. This test will be discussed again at the fall meeting when more data and details will be available from the new round robin.

* See "Testing Wax-Seal Strength," MODERN PACKAGING, Feb., 1950, p. 127.
† See "Bacteriology of Food Package Materials," by Dr. Louis C. Barail, MODERN PACKAGING, Nov., 1947, p. 145.
‡ See MODERN PACKAGING, July, 1946, p. 141.

Questions & Answers

This consultation service on packaging subjects is at your command. Simply address your questions to Technical Editor, Modern Packaging, 122 East 42nd St., New York 17, N. Y. Your name or other identification will not appear with any published answer.

Plastic film to heat seal paper

QUESTION: We are very much interested in finding out just which one of the plastic films would react best as a means of heat sealing paper to paper. We have a machine which feeds three webs. The top web is a special paper; the next, a middle web, is to be a thermoplastic film; the bottom web is a thin tissue paper. We have no limitations as to the temperature at which the seal can be made and it is immaterial whether the film is a good water-vapor barrier or not. The important thing is that a good seal must be obtained between the three webs.

ANSWER: There are many known variables and probably an equal number of unknown factors which would influence the choice of a plastic film for the purpose you have outlined. There are a large number of thermoplastic films which could possibly perform in this manner and some of these films can be modified to change their physical properties and heat-sealing characteristics over a wide range.

It would appear that this job can best be done by a plastic film of about one mil in thickness with not too high a fusion point so that the paper is not embrittled or discolored. When the film is not in a fused condition, sufficient pressure should be applied to bring the paper web into intimate contact with the fluid resin; yet the pressure should not be great enough to force the resin too far into or through the paper, which could cause discoloration and change the physical properties.

Your requirement is highly specialized and the answer can only be found by obtaining samples of various kinds and grades of plastic film and have your laboratory or engineering department make a careful run on the machine with each sample. A few trials of this type will very quickly indicate the characteristics the film should possess, the machine speed, the limits of sealing temperature and pressure, will establish other factors which may not be apparent at this time. Such trials will provide the basis for finding the best film for your purpose and for developing suitable specifications for both the film and the machine operation.

Lacquering paper for high gloss

QUESTION: I am a paper converter and one of my products is a machine-finished paper which is printed in various colors by rotogravure. I am interested in lacquering this paper to develop a high gloss and to make it resistant to handling and grease in household use. So far, my attempts to find such a lacquer have been unsuccessful, as it does not appear possible to develop a glossy finish. Do you have any suggestions?

ANSWER: It is generally accepted practice that the easiest way to obtain a high gloss on paper is to start with a coated paper of some kind. Usually, the coating is a pigmented-clay formulation as is found in the so-called coated papers in general use in the label and printing fields. Clay-coated papers of this type offer a better base for developing a high finish because the coatings smooth out surface irregularities of the paper and also resist penetration of the wet lacquer solution into the paper. Machine-finished and super-calendered papers can be given gloss coatings, but they usually require greater amounts of lacquer or special solutions.

It is suggested that you obtain a variety of different types of calendered papers, as well as clay-coated papers, for a trial run. The number of samples can be kept to a minimum by obtaining various grades of paper rather than similar samples from different manufacturers. These various grades can then be printed and lacquered with a variety of lacquer formulations to see which combination gives the best finish with the least amount of coating. It will be necessary for you to indicate to the lacquer suppliers your requirements of durability, grease resistance and degree of gloss. It is probable that you will obtain many degrees of finishes as a result of this test and you can select the combination which is best suited to your purpose.

Preventing cap leakage

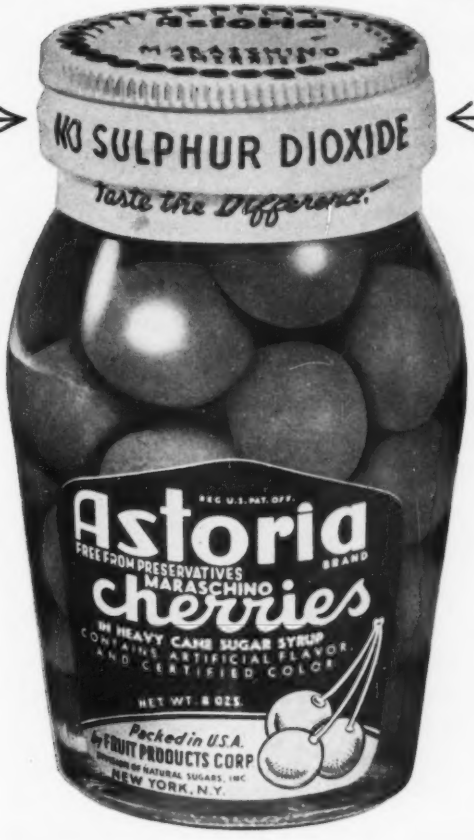
QUESTION: We are having a considerable amount of difficulty with a jar pack for a cold-pack crystallized pickle because of the cap leaking. We did not have this trouble until recently, when we purchased a new lot of caps. We are using a pantry-sized jar with a 3'/1-in.-diameter cap. We are wondering if an inner seal would be of any help.

ANSWER: It would look as though your troubles are coming from the new lot of caps, which might have the wrong type of liner, insufficient closing pressure, or some mechanical difficulty which prevents the cap from being fully and easily turned down to proper sealing position. However, the best solution to your problem is to have a meeting with the representatives of the glass and cap suppliers and to have present both your laboratory and production personnel, since a problem of this type can be due to a great many reasons and it may be purely coincidental that you first noticed this difficulty with the new caps. Changes in equipment, processing temperatures and a variety of factors in your plant, as well as maladjustments between the bottle finish and the cap, could cause this leakage. Inner seals are very useful for many products, but they cannot be considered a panacea for all cap problems. The inner seal will perform more satisfactorily when the product, bottle and cap are all in satisfactory relationship.

Makes its point at point-of-sale with CEL-O-SEAL



REG. U. S. PAT. OFF.



What's the best way to get across an important sales point to the self-service shopper? "Put it where she's sure to see it . . . on a 'Cel-O-Seal' band" was the wise conclusion of the makers of Astoria Cherries.

A survey in a test market shows Astoria Maraschino Cherries with "Cel-O-Seal" bands selling 3 to 1. "We know 'Cel-O-Seal' certainly helps make this record possible," says Charles H. Meyer, Sales Manager of Natural Sugars, Inc. "We have a powerful sales point when we can say that our product does not contain sulphur dioxide. 'Cel-O-Seal' not only impresses shoppers with our sales message, but assures us that our product is not tampered with, and that flavor is sealed in."

Make your product stand out on display . . . with a colorful "Cel-O-Seal" cellulose band, indelibly printed with your sales message. We'll be glad to help you design a distinctive, sales-building band for your product. Just write "Cel-O-Seal" Division, E. I. du Pont de Nemours & Co. (Inc.), 2522-A Nemours Bldg., Wilmington 98, Del. "Cel-O-Seal" bands are also sold by Armstrong Cork Co., Lancaster, Pa., and I. F. Schnier Co., San Francisco, Cal.

DU PONT "CEL-O-SEAL" BANDS

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BETTER THINGS FOR BETTER LIVING...*THROUGH CHEMISTRY*



It never pays to get stuck ... except by adhesives from UPACO

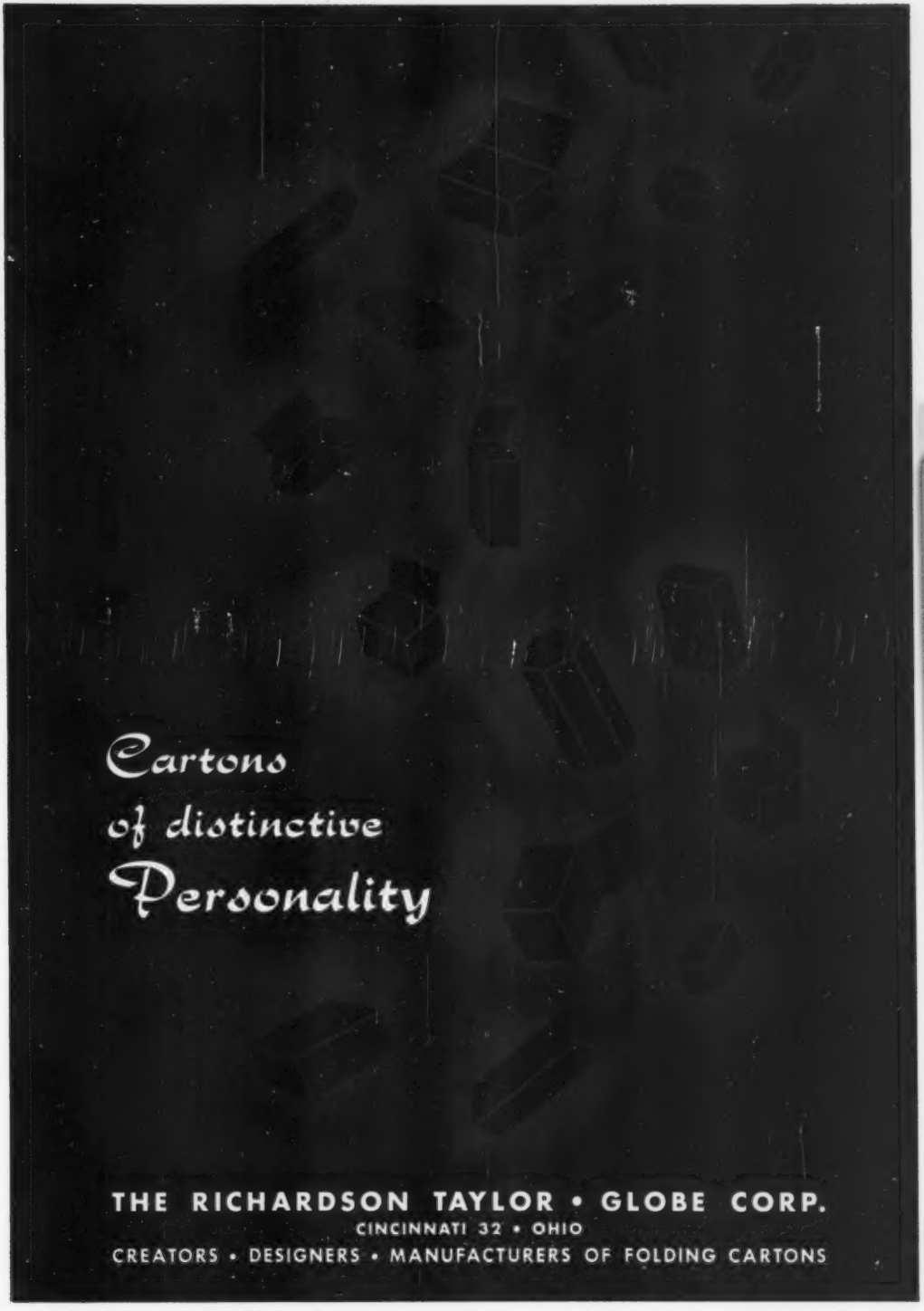
This is the oldest of all puns to adhesive salesmen who have had to listen to variations of it through the years.

We think it makes sense, however.

We say with Yankee pride that we don't think any adhesive company offers higher quality control, a wider range of adhesives for packaging (adhesives for *all* accepted packaging surfaces), or gives more services to its customers than we. Try us on any adhesive problem and see for yourself.

THE UNION PASTE COMPANY
1605 HYDE PARK AVENUE · HYDE PARK · MASSACHUSETTS

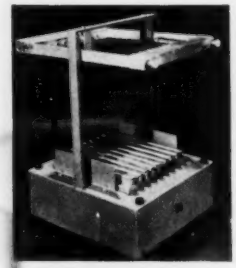
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CREATORS • DESIGNERS • MANUFACTURERS OF FOLDING CARTONS

Equipment and Materials

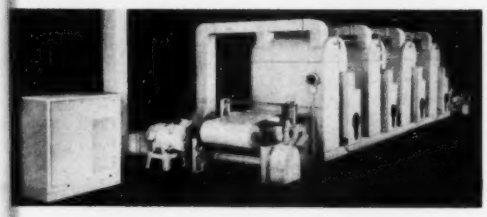
DRY-ICE SLABBER

Dealers and wholesalers handling frozen foods, ice cream and other products that must be kept packaged with dry ice for carrying home and during distribution will be interested in the new dry-ice slabber being marketed by Jiffy Mfg. Co., Hillside, N. J. The electrical slabber cuts a 50-lb. block of ice into 10 uniform 5-lb. slabs exactly 1 in. thick and is said to reduce cutting loss 7% over other methods. The unit's dimensions are 14 by 13 by 20 in. and it weighs 60 lbs. It is made of fabricated steel with welded joints and finished in a dark olive green enamel. Operating on 110-volt A.C. current, the slabber has an automatic shut-off switch to eliminate any danger of a burn-out on a transformer.



COMBINATION GRAVURE AND LETTERPRESS PRESS

Crawford Engineering Co., Providence, R. I., announces a new series of "dual purpose" presses which print by two entirely unrelated methods—letterpress with rubber plates and gravure offset—using a single system of ink distribution and a wide variety of inks. Each unit is a complete press and can be



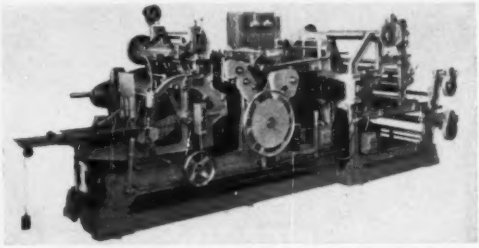
assembled in tandem, producing as many colors as there are units and, by combining press units, it is said, the processes can be combined to achieve a variety of effects with a single run. Features of the presses include a "celmeter" roller which is a gravure cylinder, uniformly etched with an extremely fine screen that revolves in the ink reservoir, a specially developed doctor blade that removes surplus ink and dehydrators mounted on each press unit to remove solvents and exhaust fumes. Unwind and rewind units are power driven and synchronized with the press units through electronic control, while the cylinder is adjustable laterally and radically to the full 360 deg. The web is drawn in a loop around a floating "dancer" roll in the unwind unit, counterbalanced to apply a tension graduated from 1 oz. to 5 lbs. per inch width. A similar control is established in the rewind unit. In between, tension equalizing leveling rollers, electronically operated, maintain the selected, predetermined tension. The capacity of the present model is a maximum of a 28-in.-wide effective printing surface. Using a continuous plate with the offset-gravure phase, cylinders can be varied to produce repeat lengths of 15 to 25 in., although three other sizes are available to accommodate wider forms and longer repeat lengths, according to the company. The press can be run at web speeds of well over 1,000 ft. per min. it is reported. Present estimates are that four press units, together with unwind and rewind assemblies, suitable for four-color process work, can be produced at a figure below $60,000.

ADHESIVE FOR POLYETHYLENE FILM

National Adhesives, 270 Madison Ave., New York, reports that a series of its newly developed "resyns" are applicable for adhering polyethylene film to both regular and bleached kraft paper and that adhesion is being successfully accomplished on high-speed machines in the fabrication of polyethylene-lined kraft bags. Promising results are also indicated in combining polyethylene to cloth, burlap, foil and polyethylene itself, according to the company.

CELLOPHANE BAG-MAKING MACHINE

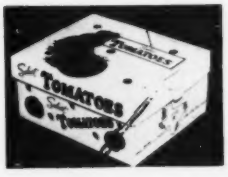
Potdevin Machine Co., 1246 38th St., Brooklyn, N. Y., announces a new cellophane bag-making machine that converts



pasted single-wall or duplex bags, flat and square, from 2 by $6^1/_2$ in. up to $10^3/_8$ by $16^1/_4$ in. at speeds ranging from 100 to 300 bags per min., it is reported. Among the features of the machine (Model 111S) are a compensator and electric eye for converting preprinted paper, cutter knives that cut against a cam-actuated reciprocating anvil which permit the matching of the cutting speed with the tube speed for any given tube length, a pneumatic counting device and the extension of the mill-roll frame for easier accessibility to the cross pasters, seam paste pots and the electric eye.

CORRUGATED TOMATO CONTAINER

A newly designed corrugated container for tomatoes has been developed by Gaylord Container Corp., 111 N. Fourth St., St. Louis, Mo. The box is lined with a scored pad. Vent holes are cut to coincide with die-cut holes in the outer box. The pad serves as a reinforcement for top and end loads. The die-cut lid has a slot at each end of the top panel. A tongue on both ends of the body fits through these slots and the closing operation is accomplished by simply folding down the tongue and holding it in place with a simple wire tie lock that is easy to open for inspection or unpacking. Long-haul tests rail shipments have





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Two basic forms are available: Kodapak I Sheet, cellulose acetate, in gauges up to 0.060"; Kodapak II Sheet, cellulose acetate butyrate, in gauges up to 0.002". Both are made to the same high standards, under the same conditions as Kodak photographic film base.

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WORLD LABELERS

From these five types of WORLD Labelers you may select with complete assurance the one best Labeler for *your* glass containers, whatever their size, shape and variety — for *your* labels (body, front and back, all around, neck, shoulder, neck wrap, medallion, foil) — for *your* production and cost specifications.



WORLD BEE-LINE LABELER

The outstanding, precision production Labeler for quality application of labels to glass packed foods, condiments, wines, spirits, drugs, cosmetics and many other products. Now equipped with the exclusive Vacuum Gripfinger for accurate registration of body, neck, shoulder labels and medallions on round or flat surfaces, panels, etc. Production up to 2 or more per second.

WORLD TANDEM LABELER



Engineered for high production, low cost labeling of round bottles and jars. Ideal for those having an eye to future expansion. One, two or three more units may be inexpensively added, any time. Production 75 to 350 or more per minute.



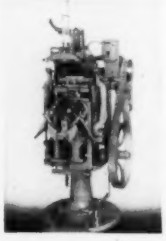
WORLD TURRET LABELER

For economical, dependable front labeling of a quality worthy of the finest products packed in glass. Takes containers from 2 to 4 inches diameter, 3 to 13 inches high. Uni-Turret or Twin-Turret models for 60 to 140 per minute production.

WORLD ROTARY LABELER

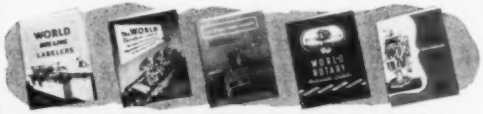


Day in, day out operating reliability and economy for labeling round containers from 4 oz. to 32 oz. body, or body and neck, or body, neck and foil labeling at the rate of 85 or more containers per minute.



WORLD MODEL "S" LABELER

A dependable performer, semi-automatic in action, easily operated even by unskilled labor. Applies all kinds of labels to all container sizes from vials to gallon jugs.



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One of these Labelers is best in the WORLD for you. We'll gladly send the Bulletin you want. Also full information, floor plans, production and cost estimates. Simply tell us your output requirements, and mail a sample of your bottle and label. There's no cost for this service, and you'll be under no obligation.

See the WORLD Labeler in Action at BOOTH 403 National Packaging Exposition Chicago

ECONOMIC MACHINERY COMPANY

Builders of World Automatic and Semi-Automatic Labelers for Every Purpose

WORCESTER, MASSACHUSETTS

New York Philadelphia Pittsburgh Chicago San Francisco Los Angeles Denver Louisville Salt Lake City El Paso Seattle Portland Phoenix London Montreal Toronto Winnipeg Newfoundland Vancouver Mexico City Sydney, Australia Wellington, N.Z. San Juan, P.R. Ciudad Trujillo, D.R. Honolulu, T.H.

been highly successful, it is claimed, and the package is currently being submitted for approval by the Freight Classification Committee.

CHEMICAL-RESISTANT, MOLDED-GLASS CONTAINERS

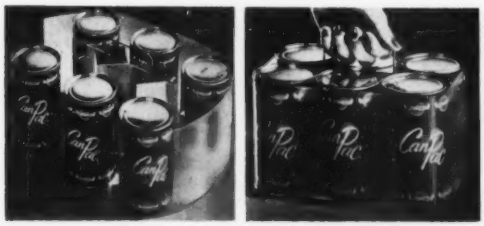
Neutraglas molded containers, made from a borosilicate glass of special formula with unique properties, are offered by Kimble



Glass, Div. of Owens-Illinois Glass Co., Toledo, Ohio. Neutraglas is said to have the highest resistance to chemical attack of any known workable glass. Containers made from this glass are reportedly ideal for the storage and application of parenteral solutions requiring utmost purity. Other properties claimed are high resistance to thermal and mechanical shock and capacity to withstand wear and tear of normal usage.

CARRY-HOME CAN CONTAINER

A new single-trip, multi-can holder for canned citrus juice, dog food, beer and other products has been introduced by Bruce Engineering Corp., 417 Montgomery St., San Francisco. The can carrier consists of a cardboard web with an inter-



lock spring action that presses the cans against an outside wrapper made of translucent or transparent material. The web and band are held in position by the upper and lower lids of the can to prevent slipping. The handle is attached to the web and rides flush with the cans when not in use, thus permitting stacking for effective mass display. The container is reportedly unaffected by heat or cold and, therefore, may be used for refrigerated products. Fabrication and packaging will be completely automatic. The equipment can be integrated with other Bruceway machinery and may be used in canning lines at speeds up to 600 cans per min.

POLYETHYLENE BOTTLES

Increased production at Injection Molding Co., 3823 Independence Ave., Kansas City, Mo., and its subsidiary, Excelsior Plastic Co. of Excelsior Springs, Mo., now makes possible wider availability of the company's two-piece, injection-molded, flat-bottomed polyethylene containers. The unbreakable bottles, caps, leakproof atomizers, spouts and closures are labeled and shipped as complete units ready for filling. In addition to custom-made bottles, 1-, 2-, 4- and 8-oz. bottles in a







AT LAST!

A MACHINE THAT

ATTACHES LABELS and HEAT SEALS

IN ONE OPERATION

Label Seal-It is the first machine ever devised to eliminate the slow and costly hand operation of folding labels and placing over tops of bags before sealing.

It can be adjusted to secure a half-fold on a small tent-style label and, if desired, will also fold over top of bag before label is attached — all in one operation. Amazing production savings are now possible with this heavy-duty heat sealer with automatic phantom feed that speeds production. Label Seal-It can also be used interchangeably for ordinary heat sealing of bags without labels.

HEAT SEAL-IT CO.

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225 Galveston Ave. Pittsburgh 30, Pa.

Equipment and Materials

(Continued)

variety of colors and color combinations are available from stock. Uses recommended by the maker are for cosmetics, perfumes, lotions, deodorants and insecticides.

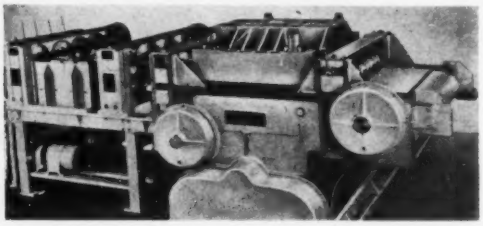
STAINLESS-STEEL CHEMICAL CONTAINER

Heintz Mfg. Co., Front St. and Olney Ave., Philadelphia, Pa., offers a 15-gal. stainless-steel chemical container and is contemplating production of a similar 5-gal. unit. Known as Chem-I Keg, the 15-gal. container is made of 16-gauge stainless steel, with a screw-type straight-threaded closure with polyethylene gasket. The body is a three-piece inert-gas shielded arc of welded construction. Chem-I-Keg is registered with the Bureau of Explosives and is approved by the Interstate Commerce Commission having passed tests required by Specifications ICC-5C. A specially designed chime at top and bottom provides easy handling and safe even stacking—approximately 960 can be carried in a standard 40-ft. box car. The specially designed closure removes easily with a spanner wrench, or by inserting a bar in the opening. The position of the closure and the design of the head give excellent drainage, according to the manufacturer. The keg weighs 24 lbs.



CARTON CUTTER AND CREASER

A new carton press designed especially for the carton manufacturer has been developed by Champlain Co., Inc., 88 Llewellyn Ave., Bloomfield, N. J. Greater efficiency than is obtainable with comparable flat-bed presses is claimed for the new



Champlain unit, with platen-press quality scores at better than cylinder-press production. Faster production handling roll stock is claimed than with any other method, plus economies that include more cartons per pound of paper, elimination of need for gripper space, reduction of edge trim, lower paper costs and easier handling of stock. Ordinary chase-type dies of steel rules and wood furniture are used, or jigsaw cutting and creasing dies. One roll can be mounted, via double-roll stand, while another roll is running to assure practically uninterrupted production. For average carton designs, automatic stripping is available. Automatic electronic control can be provided for registering the cutting and creasing with the preprinted web. Designed as an independent unit, the new Champlain stationary carton blanker can also be used for in-line production with rotogravure, aniline-anilox or letterpress equipment to provide finished, printed cartons in one pass through the press. Stock can be coated, tinted or varnished in the same operation. Press sizes available accommodate die sizes of 20 in. wide, 30 in. length; 27 by 30 in.;

or 36 by 30 in. by the new carton cutter and creaser according to specification data given by the company.

AUTOMATIC WEIGHT CLASSIFYING SCALE

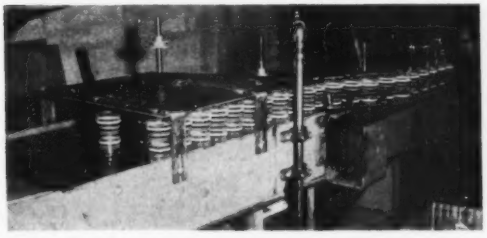
The Toledo Scale Co., Toledo, Ohio, has announced a new scale for installation in conveyor systems to determine whether filled containers are within predetermined weight tolerances and whether each case holds the proper number of units filled to full measure. The scale is designed to check weigh and classify cartons of such items as paper products, chemicals, foods, cigarettes, bottled or canned liquids, assembled parts, etc. Adjustable photo-electric controls are used to advance the "correct-weight" cartons along the conveyor and the scale can be adapted either to reject automatically "off-weight" cartons onto a separate conveyor, or to stop the main conveyor until the case is manually removed by the operator from the scale.



It can also be made to count the number and print the weight of cartons passing over the scale. Handling speed is up to 15 containers a minute. Capacity of the model illustrated is 75 lbs.; recommended usage is for items in excess of 15 lbs. A larger scale used with a heavy-duty conveyor is intended for loads up to several hundred pounds is also available, according to the company.

UNITIZED CONVEYOR TABLE AND UNSCRAMBLER

Island Equipment Corp., 27-01 Bridge Plaza No., Long Island City, N. Y., offers two new items: a straight-line unscrambling table for tumblers and other tapered containers and a unitized conveyor table. The unscrambler is equipped with a steel



restraining plate, placed above the moving belts so that its under surface just clears the tops of tapered tumblers to prevent them from either tipping over or pushing upward as they move along.

Vertical adjustments are provided for the plate so that it can be set for any particular size of container. It is claimed that the unscrambler can also efficiently handle conventional round containers, ovals, flasks and other odd shapes and sizes of containers.

The conveyor table is designed for assembly, packaging and

AUTOMATIC PACKAGING CUTS COSTS

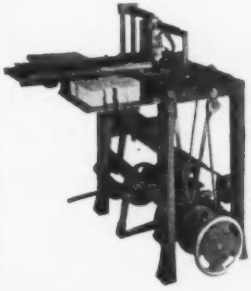
Leading companies throughout the world packaging everything from biscuits to tacks are reducing their costs through the use of PETERS equipment.

These economical, easy to operate machines set up and close packages rapidly and inexpensively.

They will raise your profit margin through increased production and lowered costs.

Send us samples of the cartons you are now using and we will gladly make recommendations to meet your requirements.

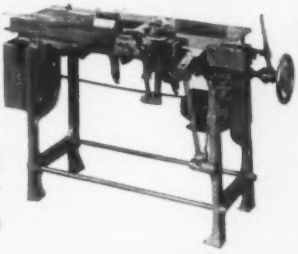
Visit our Booth #120 at the Packaging Exposition, April 24–27, Navy Pier, Chicago.



This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35–40 cartons per minute, requiring only one operator.

After the cartons are set up, they drop onto a conveyor where they are carried to be filled.

Machine can be made adjustable to set up several different size castings.



This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35–40 cartons per minute, requiring no operator. After cartons are filled, they enter machine on conveyor and are automatically closed. Can also be made adjustable to close several different size cartons.

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4700 RAVENSWOOD AVE., CHICAGO 40, ILL.

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Straightline
Vacuum Filler
5 to 12 spouts

- Fills thin to viscous liquids and shampoos.
- Fully adjustable to all size and shape containers ranging from fractional ounces to one gallon in glass and up to quarts in metal. 5 spout model for gallons.
- Simple changeover from one size to another.
- Automatic overflow (no waste).
- Equipped with motor and vacuum pump.
- Contact parts of stainless steel. Other materials as required.
- Production rate 50 to 75 fractional ounces per minute (based on water), other sizes in proportion.

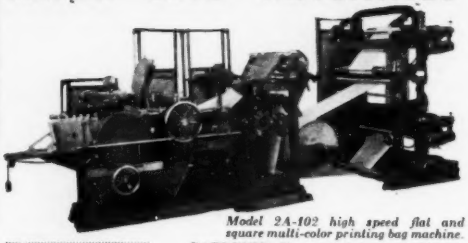
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Write for catalog No. 22

mrm company, inc.
191 Berry Street
Brooklyn 11, New York

Manufacturers of a complete line of fully automatic and semi-automatic liquid filling equipment.

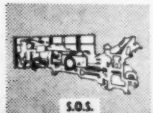
POTDEVIN
Flat and Square (Tucked)
PAPER BAG MACHINES



Model 2A-102 high speed flat and square multi-color printing bag machine.



ANILINE PRESS



S.O.S.

POTDEVIN Flat and Square machines make grocery, notion, millinery, shipping container and large specialty bags. Each machine is adjustable to make a large range of sizes. POTDEVIN Aniline Printing Presses can be directly connected to most POTDEVIN Bag Machines to produce multi-color bags. Attachments available for pre-printed papers, multi-wall, hole-punching, etc. Over 200 modern, high speed bag machine models for profitable operation.

Consult our engineers on any problem. No obligation. Literature on request. Visit our Booth No. 145 at AMA Packaging Exposition

POTDEVIN MACHINE CO.
1244 38th Street Brooklyn 18, N. Y.

Designers and manufacturers since 1893 of equipment for Bag Making, Printing, Coating, Gluing and Labeling

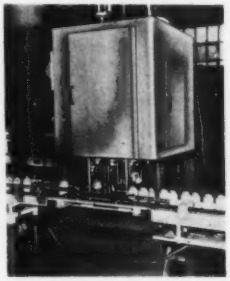
POTDEVIN

Equipment and Materials

inspecting operations. It is made of 11-gauge steel in formed beds and is supplied in either stationary or portable sections of any length from 10 to 100 ft. It is driven by a self-contained power and take-up unit and is available in 11 different widths, with or without work-table side leaves. The one-piece bed eliminates rollers and is said to give a smooth belt movement.

LIQUID FILLING MACHINES

A new line of gravity liquid filling machines is being introduced by MRM Co., Inc., 191 Berry St., Brooklyn. The company claims its gravity filler is the only machine with a gravity spout without any packing. Freedom from contamination and dripping is said to result, because there can be no accumulation of material jamming and spouts are readily cleanable. The filler is designed to fill all size containers from fractional ounces ($^3/_4$-in. mouth opening) to 2 gal. Models with from 5 to 12 spouts are available, with or without conveyor. The new R-50 series of automatic rotary liquid fillers (illustrated) manufactured by MRM Co., feature a removable stainless-steel tank, overhead drive mechanism and, if required, sanitary fittings and spouts with no exposed threads. Removal of the tank is cited as an advantage for cleaning and sterilizing. Contamination is eliminated by the use of unexposed threads in all fittings and spouts.



SPECIAL-PURPOSE ADHESIVES FOR CARTON FORMING

Two special-purpose adhesives are being offered by Paisley Products, Inc., 1770 Canalport Ave., Chicago. For foil bags, a vinyl resin emulsion adhesive is said to have a high degree of water resistance without sacrifice of fast machining characteristics in seam-gluing and bottom-gluing operations on high-speed, bag-making machines. A second type of adhesive developed is said to be clean running and especially designed for high-speed machinery. To meet the 300-RPM roller speed and compensate for short pressure time, the adhesive is said to be compounded so that it won't body up under agitation, nor break down. Vinyl polymer resins are used. The cost per set-up carton claimed is approximately 0.0019 a unit, and it is reported that the adhesive retains its freshness throughout an 8-hr. run.

TRANSPARENT CHEESE WRAPPER

Better protective qualities, more rigidity and greater seal strength and flexibility are improvements claimed for the Parakote transparent cheese wrap manufactured by Marathon Corp., Menasha, Wis. The new P-49 wrapper is a double wrap combining cellophane with Parakote P-49 coating. It is said to form easily into pouches, withstand high temperatures, seal quickly and firmly.

POLYETHYLENE ROTO BAG MACHINE

A machine that produces polyethylene bags with a center seam from flat roll stock has been developed by Roto Bag Machine Corp., 310 E. 22nd St., New York. Advantages claimed are a major saving in the cost of flat material and a

the
EYE-APPEAL
of
STYRON
rigid containers
means
BUY-APPEAL
for your
confectionary
products



Fruit Cake Box: The lid is attractively designed and sturdily constructed to maintain freshness of contents. Transparency of lid exposes only the appetizing appearance of the fruit cake. Molded and distributed by Ames Molded Plastics, Edinburg, Indiana.

Candy Box: Re-use value of this rectangular box is high. The close-fitting lid has spring hinges which hold the lid either open or closed. Molded and distributed by Victory Manufacturing Company, 1722-1724 West Arcade Place, Chicago 12, Illinois.

ELIMINATE "long shelf life" with attractive, transparent Styron rigid containers. Utilize the new and greater merchandising opportunities of these handsome containers for volume sales of candy, fruit cakes, salted nuts, candied fruit and other foodstuffs.

Sturdy, economical Styron rigid containers stand out at the point-of-sale and offer your customers many advantages over the conventional cardboard containers. Important among these is the bonus value of RE-USE!

Low cost rigid containers made of Styron (Dow polystyrene) are available from qualified molders. They are molded in a wide variety of standard sizes and shapes or can be manufactured to meet your individual specifications. Plan to use these sales-compelling containers. Write to Dow today for complete information.

Plastics Division, Dept. SRC-6

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Visit BOOTH 307



When you attend the National Packaging Exposition in Chicago, April 24th to 27th, you are cordially invited to visit the Hayssen Booth #307, Navy Pier. There you can observe for yourself how well the Hayssen functions, the ease with which cartons are wrapped automatically. Notice the neat end folds, the tailored appearance of the finished packages, and the simplicity of its entire operation. Yes, be sure to see the Hayssen in Booth #307. Attendants will be glad to answer questions fully.

IT PAYS TO WRAP
THE HAYSSEN WAY

Hayssen
ELECTRIC EYE WRAPPING MACHINES

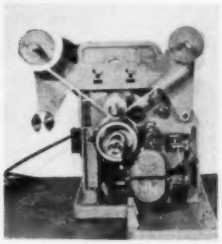
HAYSSEN MFG. COMPANY • SHEBOYGAN, WIS.

Equipment and Materials
(Continued)

production rate higher than is obtained on standard tubing machines. The production rate on 2-mil material is said to be approximately 100 bags a minute. The size range given is up to 9½ in. wide and 20 in. long. The straight-heat method of forming the seams is employed. A mechanical device is provided to eliminate the sticking of polyethylene, one of the current problems encountered with this film.

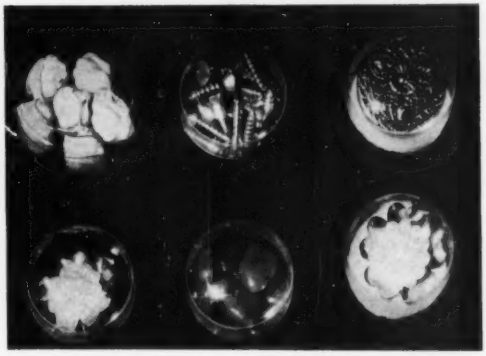
PRESSURE-SENSITIVE TAPE PRINTING MACHINE

Markem Machine Co., Keene, N. H., announces its Model 17A machine for printing pressure-sensitive tape in high production for long runs entailing few changes. (A previous model, 12A, is designed for small production entailing many type changes.) The new machine prints pressure-sensitive or gummed tape in any width up to 3 in. (on either side), simultaneously rewinding it into a uniform roll. Printing speed is given as 170 ft. a minute—a 2,592-in. roll can be processed in approximately 1½ minutes. Special Markem inks are designed for instant drying to allow immediate re-roll and ink reservoirs can be changed quickly for various colors. The machine may be fitted with a bracket to accommodate a roll of transparent pressure-sensitive tape for lamination over imprints.



RIGID TRANSPARENT BOXES

The Leeds Sales Co., Inc., 294 Fifth Ave., New York, has been appointed sole national sales agents for the Falge Engineering



Corp., Bethesda, Md., and will market immediately their new rigid transparent boxes under the name "Clearpak." The boxes will be available in ⅜- to 2-in. diameters and in depths up to 1 in.

'EXTRA-DEPTH' PHOTO-ENGRAVINGS

Engravings that are etched and routed deeper than those used for direct printing are now being offered generally to the trade for specialized use as rubber printing-plate patterns by Mosstype Corp., 33 Flatbush Ave., Brooklyn. Until the company's recent enlargement of plant facilities, its photo-engraving service

was limited to users of its plate-molding service. The "Extra-Depth" engravings are said to retain extremely accurate register and size control and avoid undercut in etching.

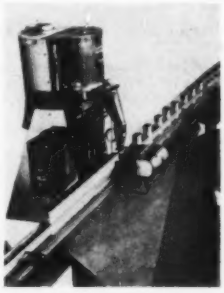
QUICK ASSEMBLY PLY-FOLD BOX

The Atlas Ply-Fold Box, recent development of Atlas Plywood Corp., Boston, Mass., offers the following container features: prefabrication of the sides and ends of the container into a single unit or body blank, shipped in collapsed form; rapid assembly; tops and bottoms varied to fit the item to be packed; a new staple fastening of the tops and bottoms to the body blank. Other advantages claimed include: great stacking strength, resistance to puncture and distortion, light weight for freight saving and protection against car grime and dirt. The maker recommends the container for washing machines, stoves, ironers, sinks and water heaters.



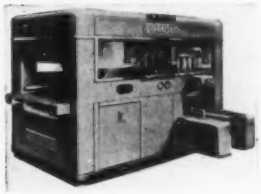
AUTOMATIC FILLER FOR DRY PRODUCTS

The Model A-1 Pak King automatic filler, manufactured by Weigh Right Automatic Scale Co., Joliet, Ill., is recommended for accurate handling of spices, teas and coffees, chocolate mixes, parsley flakes, drug powders, dental powders, etc. The unit has side agitation at the filler and under-belt agitation at exit end of belt; vibration amplitude adjustable on both agitators; vacuum suction at the discharge opening of the machine spout for dust-free operation. The filler head is the patented Pak King principle of stream control from 1/4 to 8 oz. or more without additional parts. The machine operates at speeds of 50 to 60 a minute on ground spices filled in canisters, it is reported.



AUTOMATIC CASE UNPACKER

Edward Ermold Co., 652 Hudson St., New York, has incorporated special features in its new Ermold automatic unpacker to interest breweries, bottlers, food packers, canneries and other users of new and refillable containers. The machine automatically removes standard containers from cartons, deep or shallow cases and trays. It empties filled or partially filled cases, discharges containers onto a continuous conveyor and releases empty cases to a conveyor on either left or right side of the machine. Over-all dimensions are 6 by 6 by 6 ft. Cases can be handled in sizes ranging from 15 to 24 in. long, 10 3/4 to 17 1/4 in. wide and 7 1/4 to 12 1/2 in. high. Change-over to different-sized containers or cases is



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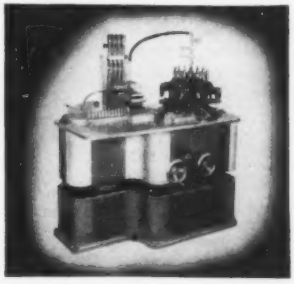
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PETER PARTITION CORP.

Manufacturers of Paper Board Partitions

19-21 HEYWARD STREET
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PerfeKtum
AUTOMATIC AMPFIL-AMPSEAL
Model FS-4

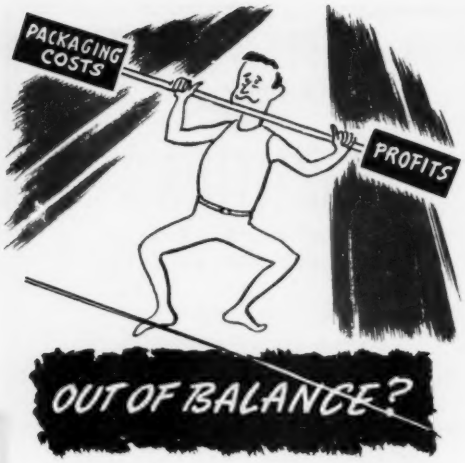


● A combination machine designed to afford high-speed efficient filling and sealing of ampuls and suture tubes. Automatic transfer of containers from the filling component to the rotary sealing mechanism is accomplished by a unique cam device. Machine is fed by one attendant and will handle up to 3600 containers per hour. Easily adjusted to handle various size containers.

Write for literature on the AUTOMATIC AMPFIL-AMP-SEAL and our other ampul washing, filling and sealing equipment.

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Modern Triangle Packaging Machinery Is the Answer

YOU have to put your product in a package, but the method you use to put it there can make a whale of a difference in your profit and loss statement. Studies by Triangle show that 3 out of 4 packaging departments are wasteful, inefficient profit-robbers. Many plants are not familiar with the opportunities to reduce packaging costs with modern, labor saving, space saving packaging machinery. Triangle users regularly report savings of 25% and more.

FOR EXAMPLE: The Triangle Elec-Tri-Pak Weigher illustrated reduced packaging costs $12,000 per year for a Chicago food processor. There is less waste, less labor, less floor space, better looking packages and the machine paid for itself in well under a year. It's adding $12,000 a year to this manufacturer's net profits. No plant can afford to overlook opportunities like this.



Write for literature and ASK ABOUT THE TRIANGLE PAY-AS-YOU-PACKAGE PLAN. For complete recommendations, send sample filled package and state production required . . . no obligation.

TRIANGLE PACKAGE MACHINERY CO.

6650 W. DIVERSEY BLVD., CHICAGO 35, ILL.

See us at Booth 105, National Packaging Exposition

Equipment and Materials
(Continued)

accomplished in a few minutes by adjusting readily accessible controls. Motion is imparted to the major components of the unpacker by means of an electrically-controlled hydraulic system.

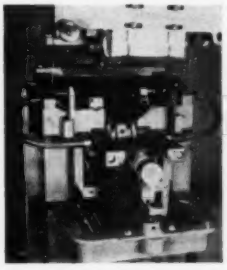
ADHESIVES SOLD IN DISPENSER DRUM

Improved glue handling to avoid mess was the object of Williamson Adhesives, Inc., Chicago, in adopting as a shipping container for its adhesives a plugged drum that can be equipped with a special glue-gate valve. When this container is used, it is not necessary to remove the head of the drum and dip the adhesive out. An employee inserts a 2-in. gate valve in the screw plug, then tips the drum onto a portable rocker frame. With drum in a horizontal position and with vent opening up, he uses a bung wrench having a universal head to open the 2-in. vent. When the gate valve is opened, adhesive flows out like water from a faucet.



HEAT-SEAL PAPER LABELERS

Two labeling machines—the "No-Glu" wrap-around labeler and the "No-Glu" spot labeler—both using heat-seal or thermoplastic labels, are being introduced by Dumatic Industries, 12th St. and Jefferson, Philadelphia. Operation of the machines is such that picker plates draw the label from the label box by means of vacuum. The same plates are equipped with heating elements and the label is activated while being carried on the container. A center grip finger holds the label on the container and wiping arms on each side secure the label. Wiping action (for round containers) can be changed to press action (for flat and odd shape containers) in a matter of a few minutes, it is said. Rating is up to 50 containers a minute. Weight is approximately 225 lbs. for each and both models are now available.



STAINLESS-STEEL PACKAGE-SEALING HOTPLATE

Longer wear and easier cleaning are advantages claimed for a stainless-steel package-sealing hotplate just announced by A. C. Hills & Co., 790 Broad St., Newark, N. J. The plates are intended primarily for use in heat sealing packages wrapped in cellophane, waxed paper or foil in super markets, bakeries, frozen food and meat packing, etc. Plates are designed to be flush mounted in a table without the use of screws or other fasteners, but the supporting brackets can be inverted for use as legs in laboratories or for other uses. Heating elements are of the steel-sheathed, "black-heat" type, said to last indefinitely. A heavy aluminum plate is used inside for rapid and

OUTSTANDING FOR RESULTS AND ECONOMY

PAPER COATINGS MADE WITH NATURAL RUBBER PLIOLITE

Excellent Resistance to WVT (water vapor transfer)

Good Crease Resistance

Good Anchorage to Various Paper Stocks

Good Heat Seal

Needs Only One Solvent

YOU get better moisture-resistant paper coatings with Goodyear's **Pliolite NR**—because it's made from the highest grade of low-protein-content natural crepe rubber, treated with reagents to form the only cyclized rubber-resin product of its kind on the market today.

In addition to moistureproofing papers, **Pliolite NR** is being used successfully in a wide range of industrial applications. For assistance in its application to your problem—full details—samples, write:

GOODYEAR, CHEMICAL DIVISION
AKRON 16, OHIO

Pliolite—T. M. The Goodyear Tire & Rubber Company

PLIOLITE NR

Pliolite NR starts with the finest grade of pure rubber crepe, shipped from the plantations in bales like those shown here.



SEAL IN FRESHNESS

with PLIOLITE NR

Pliolite NR coated papers—either glassine or kraft—have the high gloss and firm, hard feel that bring added sales appeal to your product. In addition, you get all these advantages when you coat with **Pliolite NR:**

Excellent Water Vapor Transfer Resistance—**Pliolite NR** has excellent resistance to passage of water vapor, compared with other well-known coatings.

Good Crease Resistance—multiple creasing of **Pliolite NR** coated stocks does not affect WVTR as drastically as it does other coatings.

Good Anchorage to Various Paper Stocks—coatings will not strip, and when heat-sealed are more than strong enough so that paper will tear before seal fails.

Good Heat Seals—quickly made with a hot iron in the range of 275° to 300°F. Degree of heat seal depends on attaining this temperature range.

High Gloss, Freedom from Blocking, Good "Slip" add to appearance and handling characteristics.

Single Solvent—makes for simple manufacture, ease of solvent recovery, ready regulation of viscosity of **Pliolite NR** coatings.

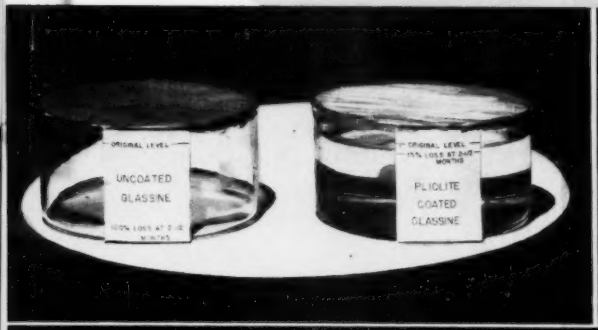
Simple Formulation—needs no extensive modification to attain most-desired characteristics in paper coatings.

Economical—low density makes possible coatings of same thickness as other materials, using fewer pounds of coating per ream.

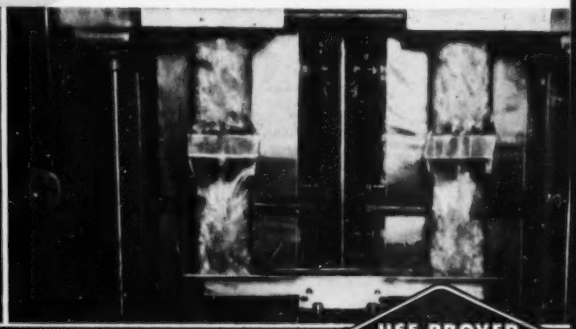
Excellent Stability—**Pliolite NR** coatings have maintained good WVTR and good heat seals over long periods.

Check over these advantages. Compare them with the present coating material you're using. You'll see why packagers everywhere have switched to **Pliolite NR.**

Uncoated glassine permits 100% evaporation of water after 2½ months. Pliolite NR coated glassine retained 85% of water.



Standard Packaging Machinery *heat seals Pliolite NR coated glassine in making popcorn bags.*



USE PROVED *Products*

GOODYEAR

UNCOATED STOCK

COATED WITH PLIOLITE NR

even heat distribution. An adjustable thermostat controlled by a projecting knob maintains the proper temperature for the material being used.

BAG CLOSURE

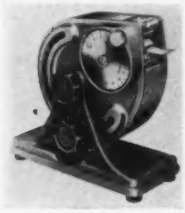
The Cleveland Lathe & Machine Co., 676 Broadway, Cleveland, Ohio, has announced its Clamco bag closure, a simple metal band that holds the twist in a film or paper bag and provides a tight lock. The closure is made of non-rusting metal and comes packed 1,000 to the box —10 boxes to the case. The drawings reproduced below illustrate the proper steps for applying and clamping on the closure to a bag.





DISPENSER CUTS AND MEASURES TAPE

A new line of dispensers designed to handle almost every type of pressure-sensitive tape is announced by Derby Sealers, Inc., Derby, Conn. Known as Grip-A-Tab, the line includes a number of models which are said to give a wide variety of lengths for many holding, sealing, bundling and other packaging jobs. According to the manufacturer, the machine will cut accurately in between labels, handling cloth, filament and glass-fibre tapes which usually present difficulty for conventional dispensing. Special applications of the equipment have been worked out by the manufacturer to cope with nonstandard requirements.

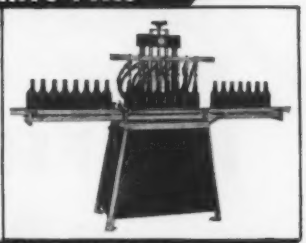


HEAT-SEALING UNIT FOR BAGS

A high-speed volume production unit has been developed by Pack-Rite Machines, 714 W. Wisconsin Ave., Milwaukee, Wis., for heat sealing cellophane, Pliofilm, foil and similar bags. The unit is comprised of (1) the new MC-AFC convertible auto-feed hand-feed rotary Speedsealer; (2) the Adjust-to-Hite floor base; (3) The Convey-Master sectionalized belt conveyor. The Speedsealer, it is claimed, can be readily converted from automatic to hand-feed operations by changing two idler pulleys and chain guards. The adjustable floor base provides infinite step settings via a wheel on the Acme thread-screw jack to cope with a differential of 19$^{1}/_{8}$ in. in the height of the bags. The conveyor belt is adjustable by means of thumb screws to accommodate bags from 2 in. in height to 18 in. or more; flat to 6 in. in thickness and any length. Various lengths and belt accessories are offered by the company for various types of installations.

Filling Accuracy at an Attractive Price

PACKER VACUUM LIQUID FILLING MACHINE



Fills up to 80 containers per minute

Packagers of liquid products all over the world acclaim the speed and versatility of their Packer Vacuum Liquid Filling Machines.

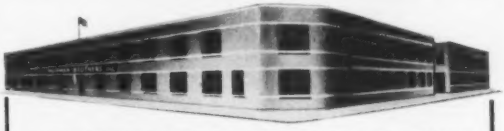
Models with 6, 8, 10 or 12 spouts...fills liquids — thin, foamy, viscous, hot or cold...BOTTLES from fractional ounces to gallons — CANS up to quart size.

Clean. Accurate. Quick changeover. Liquid contact parts of stainless steel, brass and resistant materials.

The Packer Vacuum Filler will be adapted to the exact requirements of your product.

Write for complete information

PACKER MACHINERY CORP.
34 Irving Place, New York 3, New York



PACKAGING SHOW VISITORS ARE CORDIALLY invited to visit us, 3260 West Grand Ave. (15 minutes from the show.)

Telephone: Dickens 2-7520

The HOME of QUALITY TRANSPARENT BOXES, CANS, AND COUNTER DISPENSERS



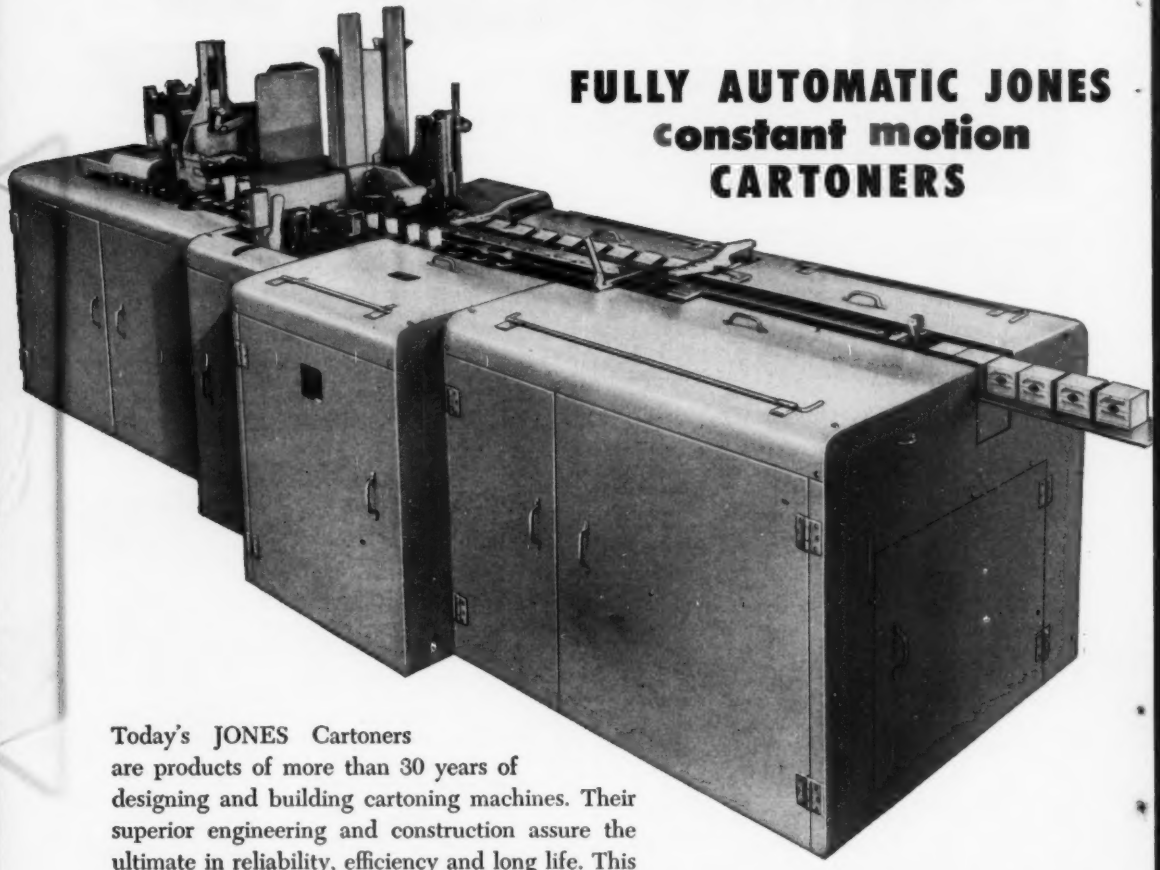


Boost sales during 1950 by packaging the MODERN TRANSPARENT WAY. Send for samples and catalogue.

Weinman Brothers, INC.
MANUFACTURERS
3260 W. GRAND AVE., CHICAGO 51

SEE JONES

IN OPERATION—BOOTH 401—AT



FULLY AUTOMATIC JONES constant motion CARTONERS

Today's JONES Cartoners are products of more than 30 years of designing and building cartoning machines. Their superior engineering and construction assure the ultimate in reliability, efficiency and long life. This is affirmed by successful, cost-conscious manufacturers who have repeatedly selected JONES Cartoners—recognizing that only the finest cartoning machines give the lowest cartoning costs.

Feed and open cartons; insert single or multiple loads; glue or tuck flaps of cartons—airplane or reverse tuck.

Fold and insert leaflets, booklets, corrugated liners; print or stencil code; are convertible to different sizes of cartons and loads.

R. A. JONES & COMPANY, INC.

Cartoning Machines — Soap Presses

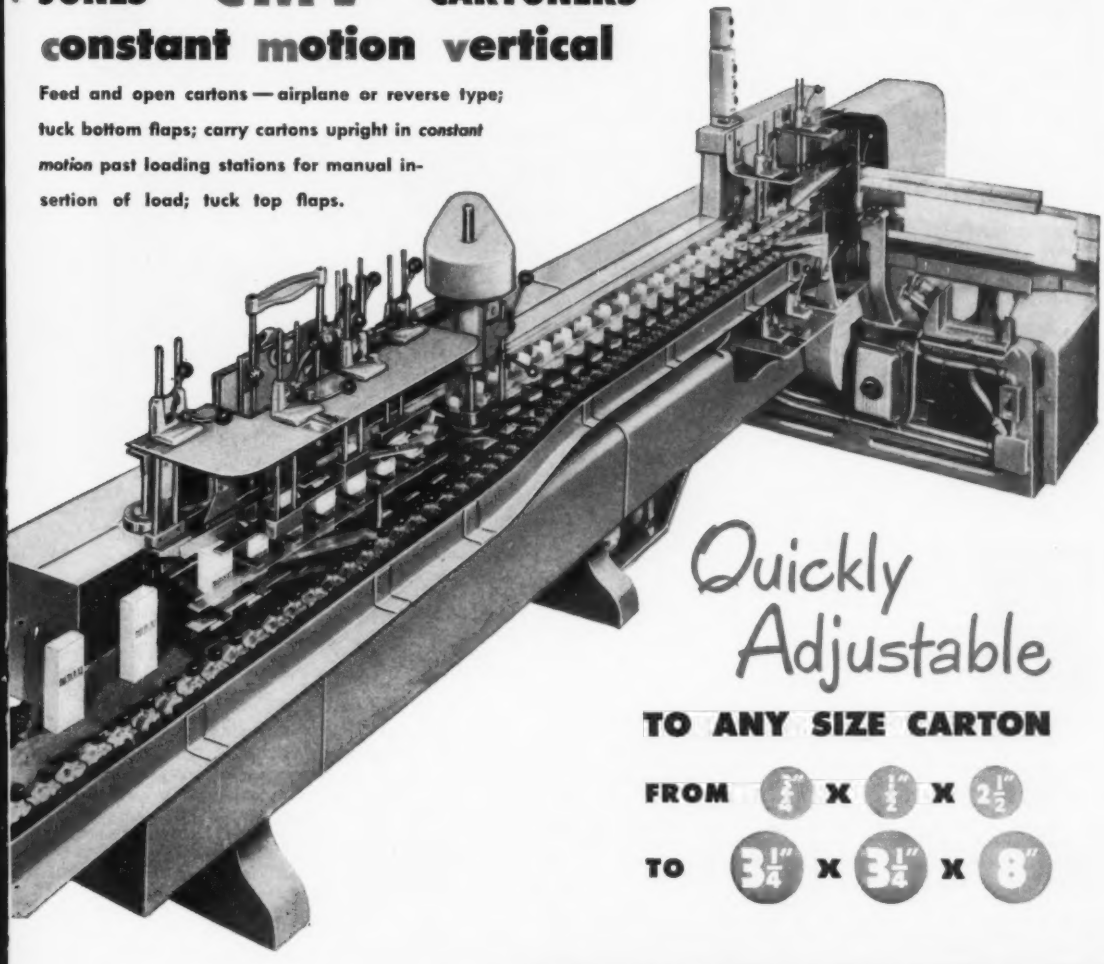
P. O. BOX 2055

CARTONERS

NATIONAL PACKAGING EXPOSITION

JONES "CMV" CARTONERS
constant motion vertical

Feed and open cartons — airplane or reverse type; tuck bottom flaps; carry cartons upright in *constant motion* past loading stations for manual insertion of load; tuck top flaps.



Quickly Adjustable

TO ANY SIZE CARTON

FROM $\frac{3}{4}$" x $\frac{1}{2}$" x $2\frac{1}{2}$"

TO $3\frac{1}{4}$" x $3\frac{1}{4}$" x 8"

R. A. JONES & COMPANY, INC.

Cartoning Machines - Soap Presses

CINCINNATI, OHIO

Plants and People

Sherman Paper Products Corp., Newton Upper Falls, Mass., announces the election of **Everett D. Smalley**, formerly with



Left to right: E. D. Smalley, J. H. Herrick, J.F.McLaughlin

Kieckhefer Container Corp., as executive vice president. **John H. Herrick**, formerly general sales manager, is now vice president in charge of sales and **James F. McLaughlin**, plant manager, has been promoted to vice president of manufacturing.

V. E. Woodman, formerly with the General Felt Div. of Standard Cap & Seal Corp. is now special representative in the New York City area for **Milprint, Inc.**, Milwaukee, Wis.

Acme Gravure Services, Inc., Chicago, Ill., processors of gravure positives and cylinders, are now established in their new and larger quarters at 1501 W. Congress St. The company has added a considerable amount of new, modern equipment.

The Avery Adhesive Label Corp., manufacturers of Kum-Kleen products, have opened new factory offices at 41 Park Row, New York City. Avery sales up to the present have been handled in the New York area through **J. H. B. Hedinger, Inc.** All Hedinger personnel familiar with Avery's products, have been transferred to the factory offices, with **J. H. B. Hedinger, Jr.**, in charge.

James Alden, manager of **International Printing Ink's** Kalamazoo, Mich., office was honored at a testimonial dinner for his "40 years of outstanding service to the printing industry." **Glen S. Graham**, vice president of the Sutherland Paper Co., was toastmaster and the speakers included **Col. Joseph W. Viner**, IPI vice president; **Ralph A. Hayward** and **John Wood**, president and vice president, respectively, of Kalamazoo Vegetable Parchment Paper Co.; **Bromwell Ault**, vice president of Interchemical Corp., New York.



J. Alden

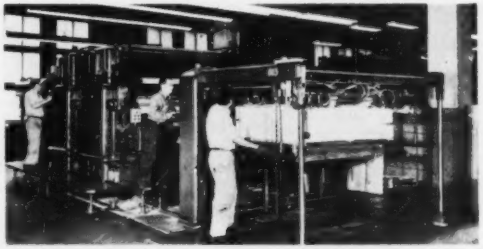
Murray A. Beckford, formerly general manager of Sleight Metallic Ink Co. of Pa., has joined the sales staff of International Printing Ink, where he will serve in a special sales capacity working out of the New York office.

Acme Steel Co., Chicago, announces the election of **Allen B. Wilson** as vice president in charge of special products and **Alex L. Moll** as vice president in charge of strip-steel sales.

C. H. Adamson, formerly assistant chief engineer, is now advertising manager for the **Alvey Conveyor Mfg. Co.**, St. Louis, Mo.

William Recht, formerly vice president and director of Sun Chemical Corp., has established his own business to handle the sale and purchase of all products used in the graphic-arts industry, both here and abroad. **G. A. Miller**, who has been associated with Mr. Recht for over two decades, is a member of this newly formed organization, located at 50 Church St., New York City.

Lutz & Sheinkman, 421 Hudson St., New York has decided to continue its lithographic business in Manhattan despite the exodus of other lithographic establishments from New York City since the end of the war, according to **Jack Greenberg**, president of the firm. The decision was reached, Mr. Greenberg says, after making exhaustive surveys showing that most of the company's sales and a large portion of its business originates right in New York, the center of the publishing and advertising business. Proximity with these industries, Mr. Greenberg believes, enables his company to offer customers better service. Through production improvements that reduce production costs, Lutz & Sheinkman claims it can compete favorably with firms in low-cost suburban areas. The company's production improvements include changes in manufacturing procedures, materials handling and shop procedures that enabled an actual contraction of plant space. Formerly the firm occupied four floors and the basement of its building; now one floor and part of the basement space has been sublet.



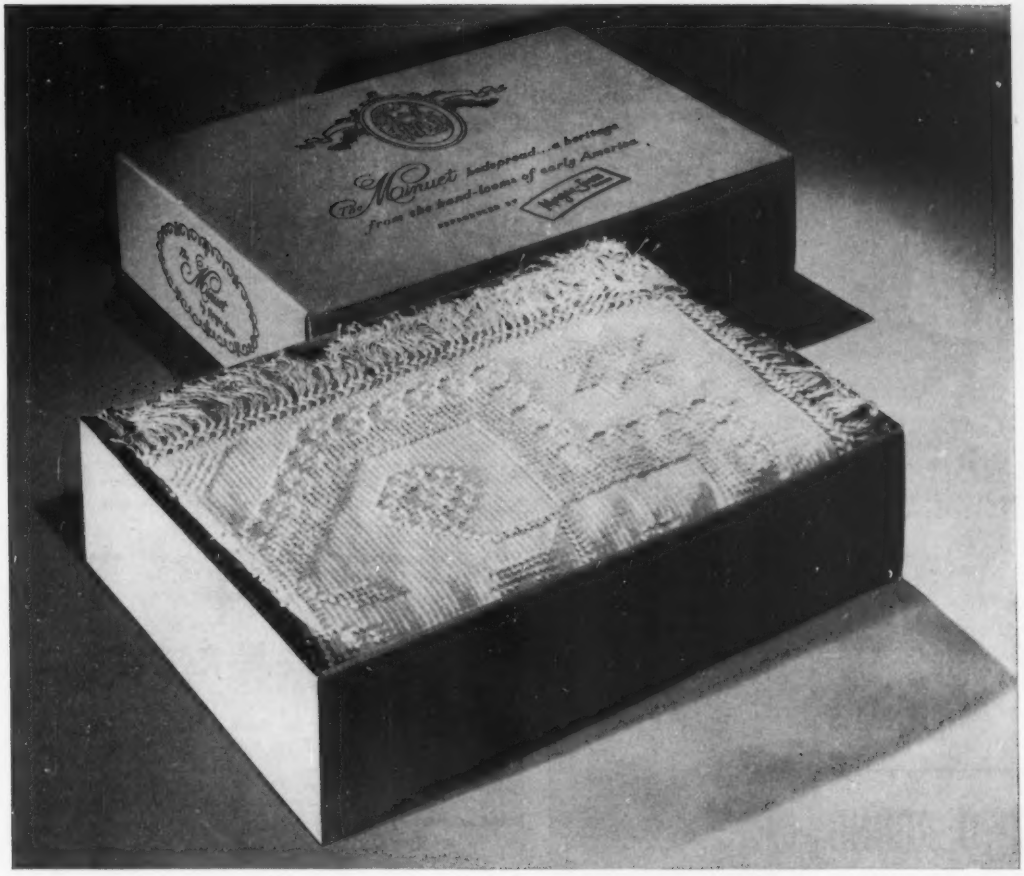
M. Russell Kambach has been named advertising manager for **Aluminum Co. of America**, Pittsburgh, Pa. Mr. Kambach, who was assistant advertising manager, will be succeeded in that position by **Jay M. Sharp**. Other appointments announced by ALCOA are: **John M. Mitchell**, manager of the Export Div.; **G. B. D. Peterson**, head of the New York Office of the Export Div.; **A. H. Schmeltz**, manager of the newly-established Patent Dept.

A new $1,000,000 manufacturing plant in Lockland, Ohio, will be erected by **The Gardner Board and Carton Co.** to house its retail box department. The company's present retail box plant in Lockland will be utilized by the carton department, which is expanding its operations by installing two rotogravure presses for folding cartons. A new addition is also being planned for Gardner's general office building in Middletown, Ohio.

The company also announces the appointment of **Benson B. Martin** to its sales staff. He will work out of the New York office.

E. I. du Pont de Nemours & Co., Inc., announces the creation of a new department to be responsible for research, production and sales for all products currently handled by the Cellophane Div. of the company's Rayon Dept. This newly created organization, to be known as the Film Dept., will handle films

Creative Package Design



this de luxe corrugated prepak*

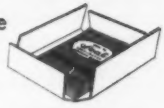
Delivers goods to user factory-packed . . . conveys the impression of a quality product . . . is outstanding in display . . . is attractively printed in light brown ink on blue embossed board . . . identifies, describes, sells the product . . . features the maker's name . . . insures against damage . . . saves one-third in packaging costs. Apply package action to your product and increase sales. Consult Hinde & Dauch, Executive Offices, 5007 Decatur St., Sandusky, Ohio.

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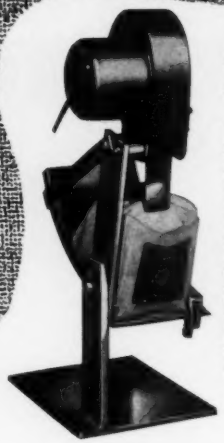
Authority on Packaging

Write For The H & D 11-Volume "Little Packaging Library."



*Reg. U.S. Pat. Off.

FACTORIES AND SALES OFFICES IN: Baltimore • Buffalo • Chicago • Cleveland • Detroit • Gloucester, N. J. • Hoboken, N. J. • Kansas City, Kan. • Lenoir, N. C. • Richmond, Va. • Sandusky, Ohio St. Louis • Watertown, Mass. SALES OFFICES IN: Akron • Battle Creek • Cincinnati • Columbus • Denver • Erie, Pa. • Fairfield, Conn. • Findlay, Ohio • Greensboro, N. C. • Indianapolis • Miami Minneapolis • Olean, N. Y. • Omaha • Philadelphia • Pittsburgh • Reading, Pa. • Roanoke, Va. • Rochester • Toledo • Worcester, Mass. IN CANADA, HINDE & DAUCH PAPER CO. OF CANADA, LTD., Toronto • Montreal • Chatham • Calgary • Halifax • Hamilton • Kitchener • London • Peterborough • Quebec • Regina • St. John, N. B. • St. John's, Newfoundland • Vancouver • Winnipeg



FASTER PACKAGING
with this Bagger

It's easy to bag products with this smooth operating machine. Simple adjustments for height . . . tilts forward or backward to give the most comfortable operating position. Stainless steel trough holds 200 bags . . . adjustable to bag sizes. Blower with air filter opens bags and keeps them free from foreign matter. Reasonably priced . . get the facts.

Send for Bulletin No. 4-29

ANDERSON BROS. MFG. CO.
ROCKFORD, ILLINOIS

ROCKFORD Anderson BROS. MFG. CO. ILLINOIS

Packard presents →

TWO ROUND CONTAINERS



IDEAL FOR FOOD PRODUCTS

Housewives acclaim the easy-operating dispensers on these Packard spiral wound containers. The small container has a push-in closure which allows the proper amount of grated cheese to be shaken out. The large container has a completely sealed, readily opened revolving top, perfect for breadcrumbs and other granular products. This closure is very inexpensive and any size and number of sifter holes are possible.

Many other closures and low cost spiral wound containers are made by Packard. Various metal end and paper end styles are available in all diameters and lengths. Want samples suitable for your products? . . . Tell us what you make.

Packard Container Corp.

226 GRAND STREET, HOBOKEN, NEW JERSEY
PHONE HOBOKEN 2-1970
NEW YORK CITY TELEPHONE WH-3-0684

Plants and People

other than photographic, including the various types of cellophane, cellulose acetate and polyethylene films, cellulose sponges, sponge yarn and "Cel-O-Seal" cellulose bands. **Donald F. Carpenter** will be general manager, with **Arlington Kunsman** as assistant general manager.

William L. Keady, formerly president of U. S. Gypsum Corp., has become president and general manager of the **Marathon Corp.,** Menasha, Wis., manufacturers of protective food packaging. **D. C. Everest,** former president and general manager, will continue in an active capacity as chairman of the board of directors.



W. L. Keady

Universal Folding Box Co., Inc., have just acquired a parcel of land 100 by 250 ft. on a vacant block north of their present premises at Madison and 13th Sts., Hoboken, N. J., to be used for future expansion.

Angier Corp., Framingham, Mass., manufacturers of industrial packaging papers, announce the appointment of **Dr. Donald W. Light** as director of research. Dr. Light was formerly director of research for the Ludlow Mfg. Co.

Tops Bag Co., Inc., formerly operating their main office and plant in Lindenhurst, N. Y., are now located in new, enlarged quarters at 20 Stevens St., Providence, R. I.

The Chicago Paper Assn. recently honored **Joseph Druth,** president of Chippewa Paper Products Co., Inc., with a testimonial dinner for "long and outstanding service to the paper industry."

James G. Witte is now general sales manager of **The American Box Co.** and **The American Wood Products Co.,** Cleveland, Ohio.

A. C. Ewer, manager of the **Bemis Bro. Bag Co.'s** Brooklyn plant, recently celebrated his Golden Anniversary with the company.

Lippincott & Margulies, Inc., designers, New York, announce the appointment of **Gene Davis** as director of public relations.

Dedication ceremonies held by the **Kidder Press Co., Inc.,** of Dover, N. H., for its new plant addition completed a short time ago, culminated a recent expansion program which also included the acquisition of new machinery.

The Chase Bag Co., Chicago, announces the appointment of **Frederick E. Gross** as manager of its Paper & Paper Bag Division. Mr. Gross will make his headquarters in the company's general sales office in Chicago.

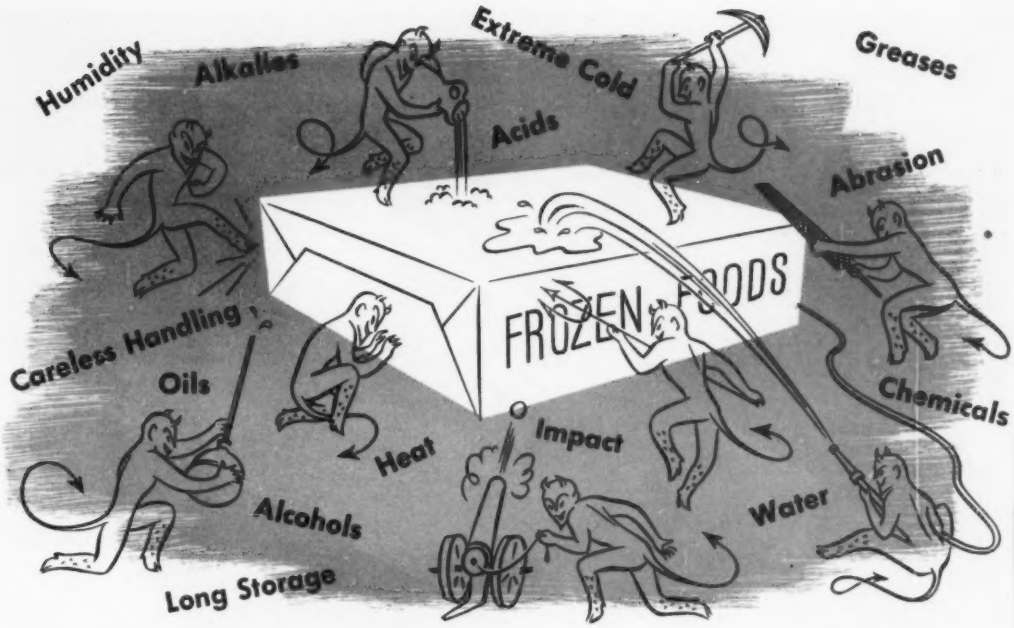


F. E. Gross

Joseph O'Brien is now in charge of sales in the New England area of the **Triangle Package Machinery Co.** Mr. O'Brien's offices are at 603 Boylston St., Boston.

The Syntron Co., Homer City, Pa., makers of materials-handling equipment, announce the removal of their New York sales and engineering office from Long Island City to 1860 Broadway, New York City.

Continental Can Co., Plastics Div., Cambridge, Ohio, announces the appointment of **James W. Kearns** as a sales engineer. Mr. Kearns, who will work out of the company's New York office, will be responsible for the sale of custom-molded plastic parts



Pack with the material *that takes the punishment!*

And that means pack with paper or cloth coated with BAKELITE Polyethylene Resin!

You'd look long to find a better example of this coated packaging material than that made by the H. P. Smith Paper Co.'s "Loxol" Method. This hot-melt coating process applies a firmly bonded layer of BAKELITE Polyethylene in thicknesses down to a single mil—on paper stock of any desired weight, or on cloth.

The result is a tough, flexible, heat-sealable packaging material with an extremely low moisture-vapor transmission rate. Of high gloss and fine appearance, this product is tasteless, odorless, nontoxic. It maintains its flexibility at temperatures far below zero—making it *the ideal packaging material for most frozen foods,* and for perishable products such as flowers, candy, cosmetics, tobacco and the like.

In addition, BAKELITE Polyethylene is extremely resistant to greases, oils, alcohols, alkalies, and most strong acids. Multi-wall bags with an inner layer of Polyethylene-coated material provide superior containers for hygroscopic products, particularly in the chemical field. And Polyethylene adds greatly to the strength of the paper it coats.

Why not let us help you solve your packaging problems with BAKELITE Polyethylene—or VINYLITE Brand Plastics. Write today to Dept. IA-55.

Data Courtesy H. P. Smith Paper Co.
5001 West 66th Street, Chicago 38, Ill.

Bakelite TRADE MARK *Polyethylene* RESIN

BAKELITE DIVISION UCC

BAKELITE DIVISION, *Union Carbide and Carbon Corporation,* 30 East 42nd Street, New York 17, N. Y.



Packaged in Alcoa Tubes...

Yes, Colgate's, "the tooth paste that cleans your breath while it cleans your teeth and helps stop tooth decay"—the tooth paste that's found in millions of homes is packaged in Alcoa Tubes. Colorful, strong, easy-to-use Alcoa Tubes made of aluminum.

Leading manufacturers, like Colgate-Palmolive-Peet, find it wise to package their products in aluminum tubes. They are turning to Alcoa, the pioneer in the development and use of aluminum in tubes for assistance on their packaging problems. What about you? A call to our local sales office is all that's required.

ALUMINUM COMPANY OF AMERICA, 1751D Gulf Bldg., Pittsburgh 19, Pa.

ALCOA

ALCOA *First in Aluminum Tubes*

Plants and People

Continued

in the Eastern area and his territory will include metropolitan New York, Philadephia and Baltimore.

Wabash Fibre Box Co., Terre Haute, Ind., has added **Phil J. Miller** and **J. J. Glynn** to its sales force. Both men will work out of the Terre Haute office.

Managers and sales manager of **Chase Bag Co.**'s 29 factories and sales offices convened in Chicago recently for the company's annual management conference. During the three-day program discussions of various company functions were conducted by **R. N. Conners,** vice president and general sales manager.

Arthur Colton Co., Div. Snyder Tool & Engineering Co., Detroit, manufacturer of pharmaceutical and packaging machinery, announces the appointment of **Warren I. Smith** to the sales and service staff of the company's New York office. Mr. Smith was formerly associated with the Taylor-Reed Corp. of Conn. as chief chemist and quality control engineer.



W. I. Smith

Al Howard, former vice president and sales manager of Display Corp., has established a new business known as **Howard Displays** with headquarters in Wheaton, Ill. The firm will specialize in supplying creative cardboard, permanent and semi-permanent merchandising displays to national advertisers.

E. W. Bliss Co., Toledo, Ohio, announces the appointment of the **Hudson Can Machinery Co.,** 30 Church St., New York, as sales agent for certain Bliss semi-automatic can-making machinery.

E. Don Pam has been appointed New York district sales manager of the **Plax Corp. Div., Hartford-Empire Co.,** Hartford, Conn., and **E. W. Hunnicutt** has been transferred from the home office sales staff to the Chicago sales office.

John H. Cofrin, formerly sales counselor for Downing Box Co., has joined the sales staff of **The E. F. Schmidt Co.** Packaging Division, Milwaukee, Wis.

Ralph S. Gavitt has retired as district manager of New England office of the Plastics Div. of **Celanese Corp of America.** Mr. Gavitt is succeeded by **Samuel W. Murray,** who has been West Coast district sales manager.

Joseph R. Esposito has announced his retirement as vice president of **Interchemical Corp.** He will, however, continue as consultant to the firm's finishes division.

Sheldon Y. Carnes has been elected vice president and a member of the board of directors of **Arkell & Smiths,** Canajoharie, N. Y. **R. E. Jury** is now Western sales manager, supervising the Kansas City, Minneapolis and Chicago territories.

The John Hewson Co., 106 Water St., New York, announces the expansion of its rubber and plastics division to handle all standard and special-application problems. **Harry Bradbury** is specialist and consultant in charge.

Ralph C. Persons, associated with the graphic-arts industry for more than 25 years, has been elected as director and vice president of the **Sun Chemical Corp.,** Long Island City, N. Y.

National Adhesives (Canada) Ltd., Montreal, has announced the appointment of **J. Edgar Hill** as factory superintendent.

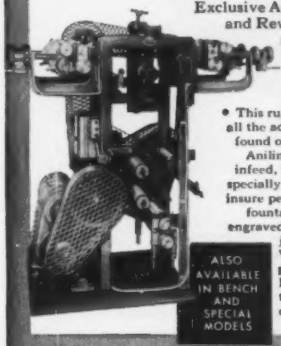
Harvey M. Rasmussen has been appointed assistant sales manager of **The Rapids-Standard Co., Inc.,** Grand Rapids, Mich.,

PRINTS TWO COLORS AT HIGH SPEEDS, SLITS, PERFORATES, REWINDS IN ONE OPERATION

PAMARCO AUTO PRINTER

narrow width roll to roll aniline printing press

For fine quality printing on pressure sensitive tape, paper, cellophane and silk, making labels or printing any paper up to 6" width.



Exclusive Automatic Dual Unwind and Rewind allows machine to run continuously while operator merely puts on unprinted rolls and removes printed ones.

• This rugged machine incorporates all the advantages and adjustments found on the full-size PAMARCO Aniline Press. Features accurate infeed, NO-FLEX plate rolls, and specially treated impression rolls to insure perfect register. Metered ink fountains, incorporating Evenflo engraved screen rolls, supply ink in just the right amount. Variable speed motor supplied; jog control included. Parts are standard and interchangeable. Uses ¼" circular pitch gearing.

ALSO AVAILABLE IN BENCH AND SPECIAL MODELS

EVENFLO PAPER MACHINERY & RESEARCH • INC.
ROSELLE • NEW JERSEY

Builders of ANILINE PRINTING PRESSES, EVENFLO ENGRAVED ROLLERS, PAPER CONVERTING MACHINERY

THE MATEER ELECTRIC FILLER HANDLES THEM ALL!

LIQUIDS • OILS • POWDERS • PASTES



COMBINED LIQUIDS & SOLIDS

1/500 oz. to 2 Pounds
20 to 70 Per Minute
Up to 750°F.

SAVE TIME AND MONEY WITH THE MATEER ALL ELECTRIC FILLING HEAD

Totally enclosed, manual or automatic. Accuracy as close as ± ½% Synchronize this self contained filling head with existing production lines and processing systems.
Jacketed and electrically heated hoppers available for handling cold and hot materials up to 750°F.
Hot waxes, insulating compounds and asphalts handled without difficulty.
Send full information and samples of material to be tested. Write Dept. 104 for fully illustrated bulletin.

G. DIEHL MATEER & CO.
Lincoln Highway • Devon, Pa.

ROTOGRAVURE CYLINDERS

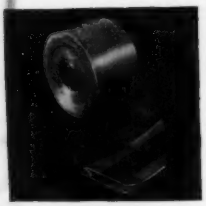
A Complete Service
All Under One Roof and
One Management Responsibility

- Cylinder Machining
- Copper Depositing and Polishing
- Photography and Art Work
- Cylinder Engraving
- Hard Chromium Plating

CHAMBERS-STORCK COMPANY, INC.

751 North Main Street
Norwich, Conn.

POLYETHYLENE PACKAGING FILM



WIDTHS 3" TO 54"

MADE ONLY BY EXTRUDERS, INC. ON THE WEST COAST

STANDARD WIDTHS AND GAUGES FOR IMMEDIATE SHIPMENT

widths	3" to 54"
gauges	1½ to 8 mils
shapes	layflat tubing gusseted tubing flat film (single ply)

Available on special order in colors, (opaque or transparent) and in special widths and gauges.

Also, vinyl, acrylonitrile vinyl and S-polymer films.

Write for price list today!

EXTRUDERS, INC.

3509-15 Higuera Street, Culver City, Calif.

for packaging

ball bearings
cakes
candy
chemicals
clothing
cookies
cosmetics
dairy products
fertilizers
fresh foods
frozen foods
meats
metal parts
peat moss
pharmaceuticals
poultry
powdered foods
putty
silverware
sporting equipment
vegetables

Plants and People

manufacturers of material handling equipment. **Claude V. Meconis** has been named advertising manager.

John Owen is now sales promotion director of the **Sorg Paper Co.**, Middletown, Ohio.

Watson-Standard Co., Pittsburgh, Pa., manufacturers of lithograph coatings, industrial finishes and plastics, announce the appointment of **C. R. H. Carlson** as district manager in charge of the Chicago Metropolitan area.

The following changes have been made among **Swift & Co.'s** adhesive products department heads: **H. A. Upton** is head of the San Francisco Adhesives Dept., replacing **R. B. Wright**, who becomes head of the Adhesive Dept. at Portland, Ore.; **H. B. Hunt** is now in charge of the Adhesive Products Dept. in Kansas City: **S. E. Carroll** has been transferred to the General Adhesive Products Dept. in Chicago.

Dave Merrill has been named manager of pail sales for the **J & L Steel Barrel Co.**, subsidiary of Jones Laughlin Steel Corp. In his new position, Mr. Merrill will head sales for the J & L company's recently acquired steel-pail producing facilities of the American Can Co. in Toledo, Chicago and Jersey City. Mr. Merrill was formerly assistant to the director of sales for Crown Can Co.



D. Merrill

Seaboard Container Corp., Philadelphia Pa., has announced the appointment of **H. L. Kast** as district sales manager for the Metropolitan New York area, with headquarters at the company's Newark, N. J., plant.

The American Can Co. is enlarging its machine shop and adding new research laboratory facilities, and has contracted for the purchase from Purolator Products, Inc., of a building and property immediately north of and adjacent to the can company's holdings at 360 Elizabeth Ave., Newark, N. J. The building will be the new headquarters of the company's Atlantic Division research laboratory.

Dwight Brothers Paper Co., 626 S. Clark St., Chicago, has established a new division devoted exclusively to heat-seal papers. **Frank A. Ames**, formerly with Nashua Gummed & Coated Paper Co., will be in charge.

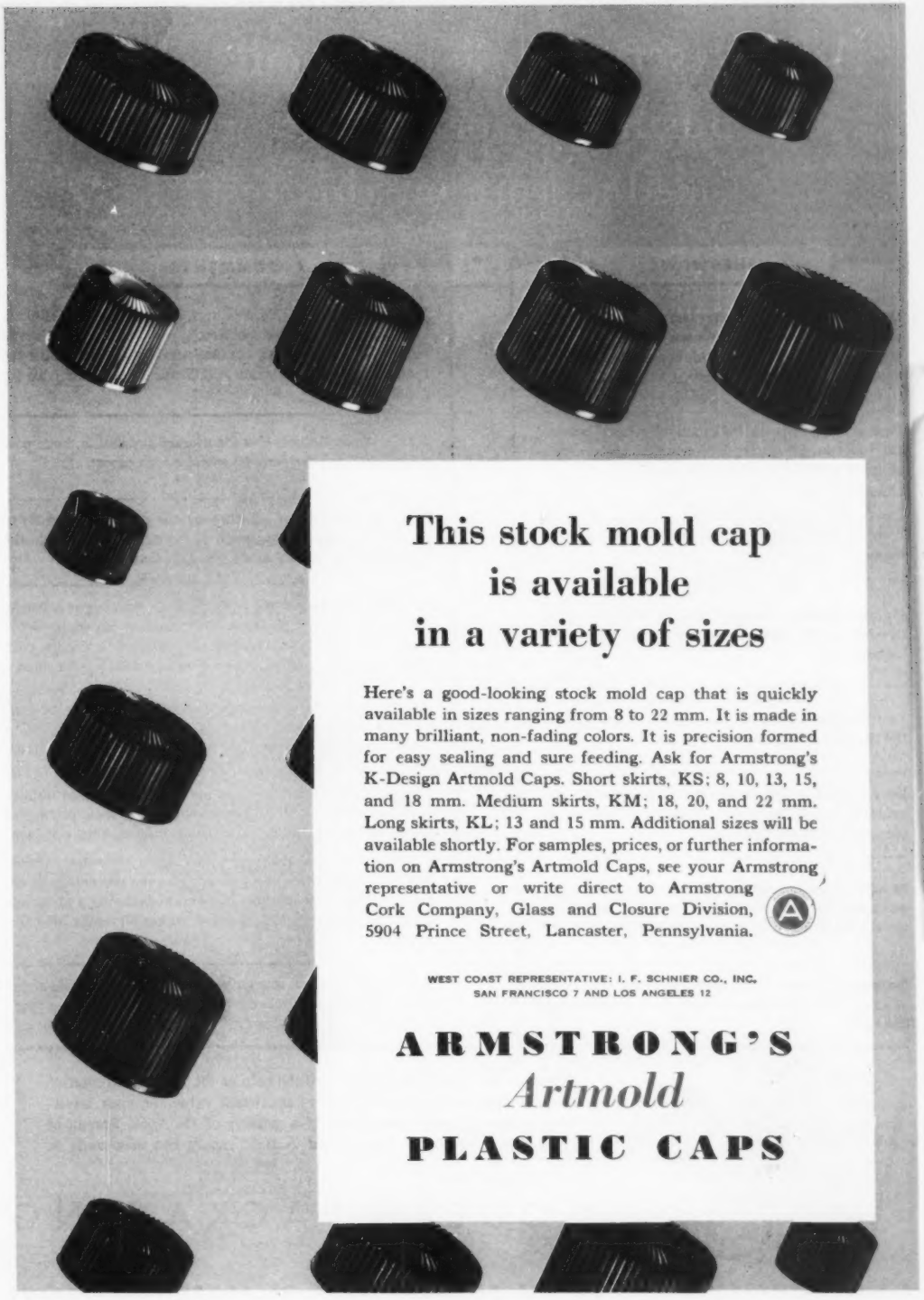
William W. Strasser, Jr., and **Leslie A. Jacobson** have been elected to the board of directors of **Stein, Hall & Co., Inc.**, New York. All former members of the board were re-elected.

Stein-Davies Co., Long Island City, N. Y., a Stein, Hall subsidiary, plans the erection of an addition to its plant for the manufacture of adhesives, textile and paper sizing.

Also announced by Stein, Hall is the removal of its Providence, R. I., office to the Industrial Trust Bldg., 111 Westminster St. The company's textile laboratory has been moved to its factory at 753 School St., Pawtucket, R. I.

Henry Jenett, president of the **Selectronic Corp.**, Montclair, N. J., which recently announced the development of an ink for printing on polyethylene to be marketed through the Hartford-Empire Corp. (see Feb., 1950, p. 140), died February 11 at his home in Montclair.

Russell Wayne Whitney, vice president of **The Hinde & Dauch Paper Co.**, Sandusky, Ohio, died on Thursday, March 9.



This stock mold cap is available in a variety of sizes

Here's a good-looking stock mold cap that is quickly available in sizes ranging from 8 to 22 mm. It is made in many brilliant, non-fading colors. It is precision formed for easy sealing and sure feeding. Ask for Armstrong's K-Design Artmold Caps. Short skirts, KS; 8, 10, 13, 15, and 18 mm. Medium skirts, KM; 18, 20, and 22 mm. Long skirts, KL; 13 and 15 mm. Additional sizes will be available shortly. For samples, prices, or further information on Armstrong's Artmold Caps, see your Armstrong representative or write direct to Armstrong Cork Company, Glass and Closure Division, 5904 Prince Street, Lancaster, Pennsylvania.

WEST COAST REPRESENTATIVE: I. F. SCHNIER CO., INC.
SAN FRANCISCO 7 AND LOS ANGELES 12

ARMSTRONG'S
Artmold
PLASTIC CAPS

Advertisers—How does your selection of Business Papers as advertising media score on this test?

QUESTIONS	YES OR NO	COMMENTS
Does your selection of media start on a basis of facts; namely, has the circulation been audited by an accepted authority in accordance with standards approved by leading advertisers and agencies?		The Audit Bureau of Circulations, an association of 3300 advertisers, agencies and publishers, provides standards and methods for auditing the circulations of published media. All publications that can meet A.B.C. standards are eligible for membership.
Paid subscriptions as indication of reader interest. Do you take this factor into consideration in evaluating the circulations of business papers?		A.B.C. Audit Reports give the average circulation, both paid and unpaid, for the period covered by the report.
Does your consideration include an audited breakdown of the subscribers by occupation and kind of business?		A.B.C. business paper reports show the vocational identity of subscribers and tell how much of the circulation goes to the specialized markets in which you are interested.
Do you compare the geographic distribution of the circulation with your sales activities and market potentialities?		For business papers in the U. S., A. B. C. reports give a breakdown of subscribers by states—for Canadian papers by Provinces—thus making it possible to compare coverage with analyses of sales and with distribution of other publications.
In evaluating media, do you take into consideration the channels through which the circulation is obtained?		A.B.C. reports show how many subscriptions were received by mail direct from subscribers, how many from catalog agencies, publisher's own and other field-selling organizations.
Do you check to find out how much, if any, of the circulation is sold at special reduced prices; or in connection with premiums?		When special reduced prices or premiums are used in obtaining subscriptions, A. B. C. reports show what these prices and premiums are and the number of subscriptions thus obtained.
In selecting business papers, do you check to see what percentage of the subscribers express continued interest in the publications by renewing their subscriptions?		A.B.C. reports for business papers give the percentage of renewals based on the number of expirations during a 12-month period and the renewals received within 6 months after expiration.
Do you study a paper's circulation growth over a period of years as an indication of publishing stability and progress?		A.B.C. reports show quarterly averages of the net paid circulation for the period covered by the report and for 3 years previously.



When you buy advertising space with the help of the factual information in A. B. C. reports you make sure of maximum value for your advertising dollars. This business paper is a member of the Audit Bureau of Circulations. Ask for a copy of our A. B. C. report and then study it.

MODERN PACKAGING

A.B.C. REPORTS — FACTS AS THE BASIC MEASURE OF ADVERTISING VALUE

PRINTED BY STANDARD



There is no finer printing on either cellophane or glassine. And "printed by Standard" means *absolute* uniformity from run-to-run.

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printing company
PRINTERS OF CELLOPHANE and GLASSINE SINCE 1936
COLUMBUS, GEORGIA
SALES OFFICES: Dallas, Texas—Charlotte, N. C.—Jackson, Miss.

COLOR-CRAFT

For Your Information

The 12th Annual Forum of the **Packaging Institute** will be held Oct. 23–25 at the Hotel Commodore, New York. **Charles L. Barr,** president of the association, predicts a greater interest than ever before in the seminar discussions of the problems of packaging on the production line.

The emphasis in the 13th annual convention of the **Super Market Institute,** opening May 14 at the Hotel Stevens in Chicago, Ill., will be on demonstration. It will depart so far as possible from the lecture-platform technique and move into the field of how-to-do. An important change in the 1950 convention will be the introduction of a new technique of presenting visual information. Projection to greater-than-life size in slides, graphs, pictures and operations demonstrations will be possible. At the same time, a wide variety of audience-participation material will be included in the program.

At the annual meeting of the **Waterproof Paper Mfrs. Assn.,** held recently in New York, **A. J. Thiel** of the Angier Corp., was re-elected to a second term as president. **Charles G. Wood,** president of the Simplex Paper Corp., and **Philip O. Deitsch** were re-elected to their respective offices as vice president and administrative officer of the association.

A committee on foreign trade has been appointed by the **Packaging Machinery Mfrs. Institute,** 342 Madison Ave., New York, to assist members engaged in foreign trade. **John M. Chalfant,** export manager of Package Machinery Co., is chairman, and committee members include **Bryant W. Langston,** Samuel M. Langston Co.; **Louis R. Muskat,** Triangle Package Machinery Co.; **Herbert H. Weber,** H. G. Weber & Co.

Norris W. Embry, president of the General Box Co., Chicago, was elected president of the **Wirebound Box Mfrs. Assn.** at its recent annual meeting. Mr. Embry succeeds **Ramsey Simmons.**

What's Doing

April 11–14—**National Assn. of Chain Drug Stores,** convention, Hollywood Beach Hotel, Hollywood, Fla.
April 11–12—**Point of Purchase Advertising Institute,** annual symposium, Waldorf-Astoria, New York.
April 24–27—**A.M.A. National Packaging Exposition and Conference,** Navy Pier, Chicago.
April 24—**Packaging Machinery Mfrs. Institute,** semi-annual dinner, Sheraton Hotel, Chicago.
April 25—**Packaging Institute,** Technical Committees Joint Luncheon, Furniture Club, Chicago.
April 30–May 5—**American Pharmaceutical Assn.,** convention, Traymore Hotel, Atlantic City, N. J.
May 14–17—**National Paper Box Mfrs. Assn.,** annual convention, Drake Hotel, Chicago.
May 14–18—**Super Market Institute,** 13th annual convention, Hotel Stevens, Chicago.
May 16–18—**Toilet Goods Assn.,** convention, Waldorf-Astoria, New York.
May 21–25—**Institute of Food Technologists,** decennial conference, Edgewater Beach Hotel, Chicago.
May 25–27—**Proprietary Assn.,** convention, Greenbrier Hotel, White Sulphur Springs, W. Va.
May 29–31—**American Pharmaceutical Mfrs. Assn.,** convention, Hotel Broadmoore, Colorado Springs, Colo.

At the annual meeting of the directors of the **Lithographic Technical Foundation,** held recently in St. Louis, Mo., the following officers were elected for the ensuing year: **Harry E. Brinkman,** president; **R. E. Damon,** vice president; **George C. Kindred,** treasurer; **Ralph D. Cole,** secretary.

A new booklet titled "A Survey of Materials Handling Methods In the Bottling Industry" has been published by the **Clark Equipment Co.** It contains the results of an exhaustive survey conducted over a 10-month period and covering 48 bottling plants to obtain all pertinent facts as a basis for evaluating the three principal materials-handling methods commonly employed in the bottling industry—the skid-platform method, the conveyor method and the fork-truck-and-pallet method. Particular analytical attention is focused upon the effect of each method on plant production, warehousing capacity, distribution costs and sales volume. Included are illustrations of typical floor plans and flow diagrams, tables of manhour requirements and operations. The booklet is available upon request to the company's Industrial Truck Division, Battle Creek, Mich.

Marking the 40th anniversary of **Union Carbide & Carbon Corp.'s Bakelite Division,** the current edition of "Bakelite Review" is devoted to a compact history of the division. This special issue shows how concepts of plastic design have changed in the past four decades and Bakelite's contributions in the search for new and better products. Photographs show the extensive facilities and intricate equipment at the Bakelite plant. Copies of the brochure may be obtained from the company, 300 Madison Ave., New York.

Nearly 200 members of the wirebound shipping-container industry, who have successfully completed the technical training course of the **Wirebound Institute,** are graduating during March and April as "Wirebound Engineers." They receive certificates attesting that they are technically qualified to design wirebound boxes and crates that will provide thorough shipping, handling and storage protection with greatest possible economy for the products of industry and agriculture. The course, consisting of 30 lessons, covered by mail, and five periodic "clinic" sessions at which personal attendance is compulsory, was inaugurated three years ago under the sponsorship of the **Wirebound Box Mfrs. Assn.**

A new 12-page brochure on Neutraglas molded containers has just been released by **Kimble Glass Div.** of **Owens-Illinois Glass Co.** Copies of this booklet, which includes photographs and specifications of the most popular containers in the line, may be obtained by writing the Container & Accessories Div., Kimble Glass, P.O. Box 1035, Toledo, Ohio.

Oscar Whitehouse has joined the staff of the **Label Mfrs. National Assn.,** with headquarters at 1700 Eye St., N.W., Washington, D. C., as assistant secretary. **Charles R. Cosby,** who has served for 22 years as executive secretary of the association and its affiliate, Color Lithographers Assn. of San Francisco, will retire at the end of this year, at which time Mr. Whitehouse will succeed him.

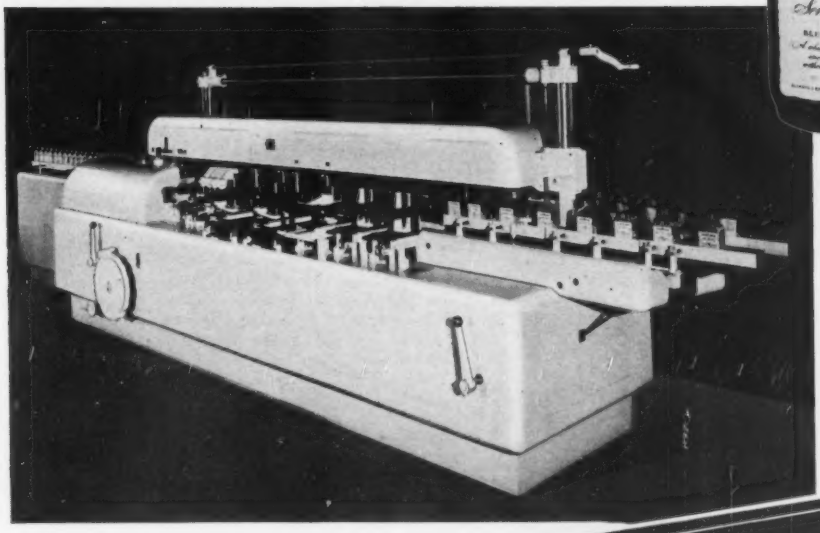
Carl E. Rogers, formerly with Foote, Cone & Belding, has been appointed director of marketing and public relations for the **Waxed Paper Institute, Inc.,** 38 South Dearborn St., Chicago.

The Whitney Award for 1950 has been presented to **Robert H. Brown,** chief of chemical metallurgy at Aluminum Co. of America's research laboratories in New Kensington, Pa., by the **Na-**

IT'S GOT WHAT IT TAKES

FOR PRECISION LABELING





1 Straight Through Intake — continuous action means gentle transfer of glassware from conveyor into machine.

2 Positive Container Control — bottles are registered in position and held firmly so through label and wiping stations.

3 Direct Label Transfer — from magazine to bottle, without resorting to picker or transfer plates.

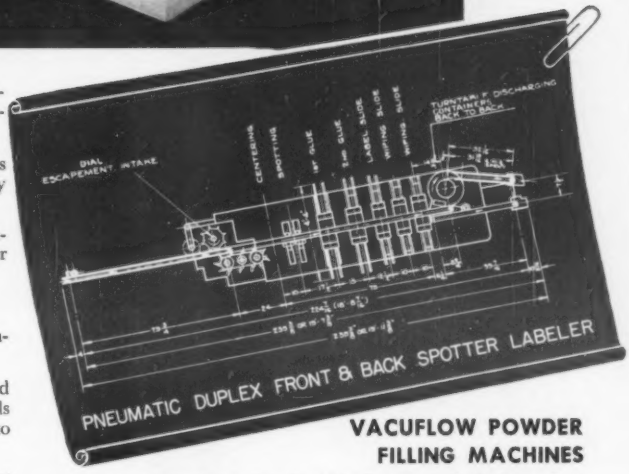
4 One-shot lubrication system.

5 Two Press Stations — to insure complete label adhesion.

6 Spotting Device — for rotating round bottles to point of registration so labels will be placed in relative position to raised lettering or design.

7 May be used for application of front only or both front and back labels, applied simultaneously.

8 Styled housing furnished as standard equipment.



VACUFLOW POWDER FILLING MACHINES

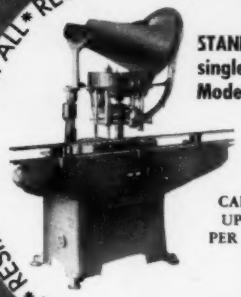
are now manufactured and sold by Pneumatic Scale Corp., Ltd. Rotary and single head units are available for accurate, dustless handling of freeflowing and non-freeflowing materials. Speeds range from 20 to 300 per minute. Pneumatic invites your inquiries on powder filling problems.

PNEUMATIC SCALE CORP., LTD., 82 Newport Avenue, Quincy 71, Massachusetts. Branch Offices in New York, New York; Chicago, Illinois; San Francisco, and Los Angeles, California; Seattle, Washington.

PNEUMATIC PACKAGING AND BOTTLING MACHINERY

RESINA
CAPPERS
A model for every purpose...
A speed for every need!

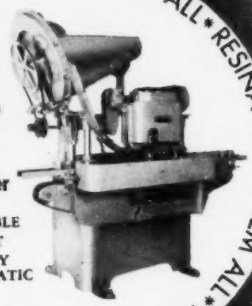
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STANDARD
single Head
Model

CAPACITY
UP TO 60
PER MINUTE

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HIGH SPEED
straight
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FLEXIBLE
FAST
FULLY
AUTOMATIC

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Not an ordinary
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COURT & CREAMER ST., BROOKLYN 31, NEW YORK

For Your Information
Continued

tional Assn. of Corrosion Engineers "in recognition of his outstanding contributions to the science of corrosion." The Whitney Award is international in scope and is one of the highest honors in the field of corrosion engineering.

Hampden Glazed Paper & Card Co., Holyoke, Mass., has prepared a sample book containing swatches of four Metaline designs in the 13 color combinations in which each is available.

A comprehensive analysis of drug store departmental costs and profits has been prepared by the **Paraffined Carton Research Council,** 111 W. Washington St., Chicago. The "New National Drug Store Survey" analyzes the problem of rising costs in today's drug stores and emphasizes the need for pre-packaged goods, merchandising aids and display materials to hold the druggist's ice cream business. This report should prove valuable to ice-cream manufacturers, druggists and other outlets handling ice cream.

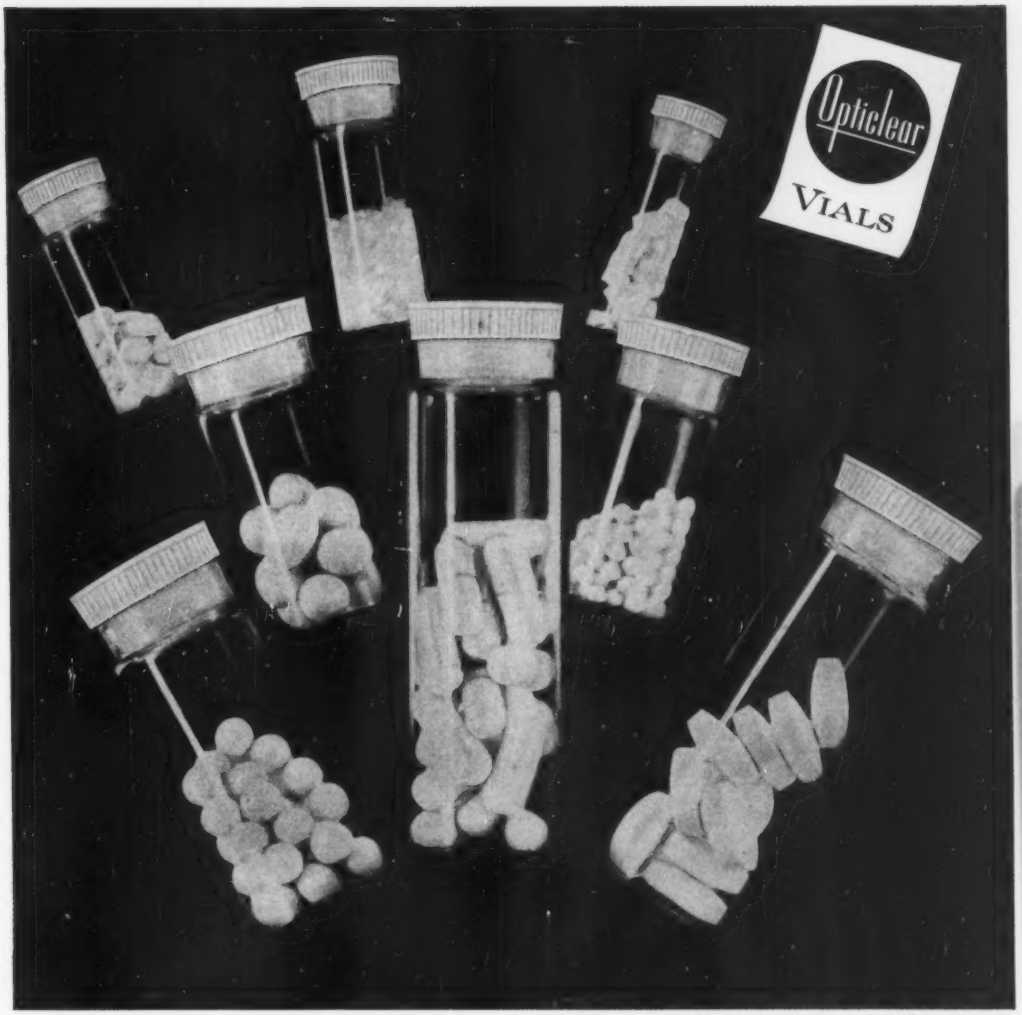
Machines that automatically seal bottles and cans with tape are among the 20 tape dispensers shown in **Minnesota Mining & Mfg. Co.'s** new four-page folder, "20 'Scotch' Brand Dispensers." Also described and pictured in this brochure are a production-line can sealer for taping small, flat, telescope-type containers; a manual device for sealing covers on larger cans or boxes; an automatic production-line bottle sealer that can be custom-built to tape the tops on either bottles or cans in sizes from 1-by-1 in. to 14 in. in diameter; plus a variety of tape dispensers for office and shipping-room use. Copies of this booklet may be obtained from the Minnesota Mining & Mfg. Co., 900 Fauquier St., St. Paul 6, Minn.

The Pied Piper Press, 225 Lafayette St., New York 12, N. Y., announces the publication of **"Modern Silk Screen Printing"** by **Victor Strauss.** The text of the book is a reprint of an article specially prepared for the **Ninth Graphic Arts Production Yearbook.** It is profusely illustrated by **Edith Strauss** and provides detailed information about all aspects of the process. The book retails for $1.50.

Kimberly-Clark Corp., Neenah, Wis., has prepared a new simplified specification sheet on Kimpak creped wadding. All of the specifications for rolls and sheets in the six types of Kimpak manufactured, plus complete product information that formerly required 13 double pages are now contained in the two inside pages of the folder. This compact brochure assists the distributor salesmen and the buyer of packaging materials to arrive at the most efficient specification for the cushioning need, at the lowest price.

Clapp & Poliak, Inc., managers of the **Plant Maintenance Show** held at Cleveland, Ohio, in January, has just published "Techniques of Plant Maintenance—1950," which covers the proceedings of the first Plant Maintenance Conference held concurrently with the show. This two-volume text comprises 278 pages and includes 47 pages of tables, diagrams, illustrations, graphs and charts. Over 500 questions submitted by the audience are answered in the second volume. The book is priced at $2 and may be obtained from Clapp & Poliak, Inc., 341 Madison Ave., New York 17, N. Y.

An area-by-area, 30-day advance weather forecast is a new exclusive service offered by the **Thatcher Glass Mfg. Co., Inc.,** Elmira, N. Y., to its beverage bottle customers. Based upon official climatological data and prepared by the National Weather Institute, these forecasts are designed to aid bottlers in planning their operations around coming weather conditions. On a five-year record, the forecast has been better than 75% accurate in pinpointing weather predictions, according to the company, and last year the daily timing proved 80% accurate.



Kimble Opticlear Vials come in eight popular sizes

How to give your product added prestige

Kimble Opticlear Vials with their sparkling clearness, their uniform walls and graceful contours reveal and emphasize the high quality of the products they protect.

Then too, there are the attractive, new plastic stoppers which seal your product safe from moisture and contamination. Even after these have been removed and replaced repeatedly, reseal is quick and positive. Examine some Kimble Opticlear Vials. Tell us sizes and we will send samples.

Specify Kimble for assurance of container quality

KIMBLE GLASS TOLEDO 1, OHIO

Division of Owens-Illinois Glass Company

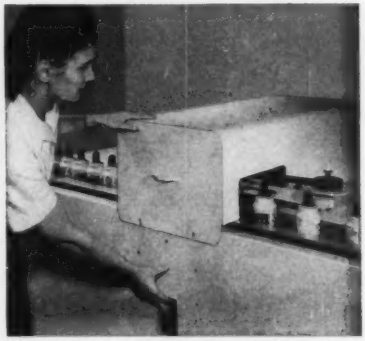


THE FINISHING TOUCH makes a difference! Canned "Whip Topping" for cakes and sundaes is now protected by plastic film "SCOTCH" Pressure-Sensitive Tape No. 471. Colorful red tape seals plastic cap, prevents accidental discharge of topping. Tape gives neat appearance, positive protection, stays flexible under refrigeration.

"Whipped topping" packaged safely with plastic tape!

Packaging "whipped topping" made from soybeans is another unusual problem solved with "SCOTCH" Pressure-Sensitive Tape No. 471. Plastic caps over the release valves are now securely sealed in position, even during three days of —40° "sharp freeze" temperatures. Tape is available in 7 eye-catching colors —thus adding customer appeal to its sealing and protecting function.

Whatever your packaging problem, there's a whole family of "SCOTCH" Pressure-Sensitive Tapes ready to help you. We'll be glad to show you how these tapes can speed up your operations, save you money. Write today. There's no obligation.



AUTOMATIC SEALING of caps on "Whip Topping" cans as handled at Rich Products Co., Buffalo, N. Y. Custom-built, can-or-bottle sealer works on conveyor system, seals one item every $1\frac{1}{2}$ seconds. Ask about automatic tape applicators now available for many jobs.

MINNESOTA MINING & MFG. CO.,
St. Paul 6, Minn.

☐ Please send me a sample roll of "SCOTCH" Pressure-Sensitive Tape No. 471 for testing purposes.

☐ Please have a Tape Engineer call.

NAME_____

FIRM_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

MAIL MONEY-SAVING COUPON. Experienced Tape Engineers will be glad to help you with your packaging problems . . . show you how "SCOTCH" Pressure-Sensitive Tapes can save you time and cost. Try one of these amazing tapes on your next job. See the results for yourself!



Made in U. S. A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.
also makers of other "Scotch" Brand Pressure-Sensitive Tapes, "Scotch" Sound Recording Tape, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives.

General Export: DUREX ABRASIVES CORP., *New Rochelle, N. Y.* • *In Canada:* CANADIAN DUREX ABRASIVES LTD., *Brantford, Ontario*

The man behind the man behind the counter



The experienced retailer need look back only a few years to become aware of what modern packaging practice has done to simplify and accelerate the flow of his merchandise into the hands of customers.

He sees his customers cast a glance at bright inviting window displays of packaged goods, select well known products with confidence and certainty, gather them up without the delay of weighing and wrapping, and carry them home for convenient storage on pantry or laundry shelf or in the home refrigerator.

He may not think of it ordinarily — but when he does he knows that one of his most important merchandising allies is the man in the packaging department of the manufacturer.

On this man's shoulders falls the responsibility for making sure that packages look right, provide full protection for the product, carry essential information about its use, and contribute their maximum in every way toward moving it into consumers' hands.

• • •

Providing complete and coordinated facilities which help packaging departments fulfill their merchandising responsibilities with highest quality cartons and containers is the business of our PLANNED PACKAGING. We would welcome the opportunity to tell you more about the advanced methods and modern equipment which enable us to meet the requirements of many of U. S. industry's largest and busiest packaging departments.

Planned Packaging MOVES MERCHANDISE

THE OHIO BOXBOARD CO.

RITTMAN • OHIO

Manufacturers of paper board, folding boxes, corrugated and fiber shipping containers, and converted specialties

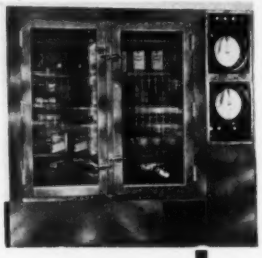
SALES OFFICES: RITTMAN • AKRON • CUYAHOGA FALLS • TOLEDO • CLEVELAND • COLUMBUS
CINCINNATI • YOUNGSTOWN • MANSFIELD • PITTSBURGH • NEW YORK • CHICAGO



(1) *Makes the package from a roll of paper, film, or foil;* (2) *Fills and counts or measures the contents;* (3) *Finishes up to 36,000 packages per 8 hour shift.* Whether your product is solid, liquid, powder, or multiple items, the Bartelt Packager will place the desired quantity in a container made of any type of heat sealing material from heavy 60 lb. krafts to the thinnest films and foils. Feeds to handle products from hardware to soup mix are available. *Write for details today.* Booth 447—Nat. Packaging Exposition

BARTELT ENGINEERING CO., ROCKFORD, ILL.

ATMOSPHERIC CONTROL CABINETS FOR PACKAGE TESTING



Why guess about the performance of your packages when you can scientifically measure their function with our controlled atmosphere cabinets.

They are available in all sizes and types for either cyclic or uniform control of temperature and humidity at any levels.

We are the exclusive maker of the General Foods Water Vapor Transmission Unit and the Elder-Shuman Gas Permeability Apparatus.

Details on request

PACKAGE MATERIALS LABORATORIES, INC.

Somerton, Pennsylvania

U.S. Patents Digest

Edited by H. A. Levey

This digest includes each month the more important patents of interest to those who are concerned with packaging materials. Copies of patents are available from the U. S. Patent Office, Washington, at 25 cents each in currency, money order or certified check; postage stamps are not accepted.

Palletized Container, A. H. Thursby (to Inland Container Corp., Indianapolis, Ind.). U. S. 2,494,730, Jan. 17. In a paperboard and the like container having four sequentially connected side walls secured together in tubular formation, the combination therewith of end-forming flaps, each hingedly connected, and at least two of flaps having creases therein in spaced relation to the hinge connection to form tubes external of and integral with the end closure, the resulting tubes being disposed inwardly of and parallel to the adjacent edge of the container.

Method and Apparatus for Heat Sealing, H. F. Shumann, Pittsburgh, Pa. U. S. 2,494,905, Jan. 17. Method of heat sealing to one another less than all of a plurality of superimposed plies of flexible material capable of being heat sealed.

Composite Commodity Wrapper, S. Rosen (to Milprint, Inc., Milwaukee, Wis.). U. S. 2,494,965, Jan. 17. A flexible wrapper for sliced bread loaves, having a composite flexible sheet snugly embracing and enclosing bread loaf of at least two edge-to-edge overlapping sheets, one of which consists of stiffer flexible material than the other, the adjacent overlapped edges surrounding the loaf and secured together, and a reinforcing strip of flexible sheet material overlapping and being secured to the overlapped edges of the sheet to provide a three-ply region extending along the overlapped-sheet portions, stiffer sheet and overlapped sheet having juxtaposed weakened lines to provide a tear strip.

Taping Machine, F. J. Haas (to Richard Goetz, doing business as Boxart Machine Co., Brooklyn, N. Y.). U. S. 2,495,003, Jan. 17. In a taping machine for box blanks or similar articles wherein a blank is moved through the machine receiving a length of tape on a surface thereof, means for advancing a length of tape toward surface to be taped, driving means interconnecting said first means and disengaging first means from the blank upon a predetermined travel with the blank and knife means for cutting the tape and controlled by a solenoid and a switch.

Machine for Capping Milk and Other Bottles and Similar Containers, A. G. Enock, Thame, England. U. S. 2,495,094, Jan. 17. A capping machine for capping bottles, especially milk bottles, comprising pedestals for supporting the bottles, a capping head for applying a cap to the bottle, a magazine for storing caps and a vertical slide, operated by a vacuum cylinder, piston valve operating a suction head which moves over the mouth of the magazine as the suction head rises to receive the cap.

Container for Milk and the Like, M. O. Kuhn (to The Firestone Tire & Rubber Co., Akron, Ohio). U. S. 2,495,110, Jan. 17. A container with a frusto-conical neck portion leading upwardly into an enlarged dished portion which in turn leads into an outwardly offset cylindrical mouth portion and a closure member with a similar mating frusto-conical portion, when closure member is fully seated, it engages neck portion.

Labeling Machine, J. D. McClatchie, Middletown, N. Y. U. S. 2,495,174, Jan. 17. In a labeling machine, a rotating wheel having a flexible tire mounted around its rim, guides spaced to form a channel between them and wheel, a rotating disk for feeding containers to channel where same are engaged by the wheel and caused to roll along guides within channel, means for applying a label pick-up adhesive to the containers, a magazine holding a stack of labels which presents one end portion of each label to a container as each passes through machine.

Label Affixing Machine, S. T. Carter (to Economic Machinery Co., Worcester, Mass.). U. S. 2,495,207, Jan. 24. A label-affixing machine wherein a label carrier moves from a transfer station past a gumming station and then after reversing its direction again passes the gumming station and the transfer station, and stops at the labeling station, gumming means at the gumming station, an article support at labeling station and means defining a downward concave arc path for carriage.

Method of Preparing Container Blanks with Tear-Strip Tongues, J. E. Socke (to American Can Co., New York, N. Y.).



Bottle illustrated is a 16-ounce Boston Round No. A-8320 decorated with ACL

New glamour for an old friend...
Boston Rounds with APPLIED COLOR LABELS

● Boston Rounds in amber, emerald green or crystal-clear flint are examples of the economical packaging "miracles" possible with APPLIED COLOR LABELS.

Even a popular staple, such as furniture polish, gains sales glamour and style when decorated with APPLIED COLOR LABELS. Your label is fused into glass by us. Labeling operations in your plant are eliminated.

Dealers suddenly find they have space to give your product prominent display in such an attractive, new package. And you know display is half the battle for sales.

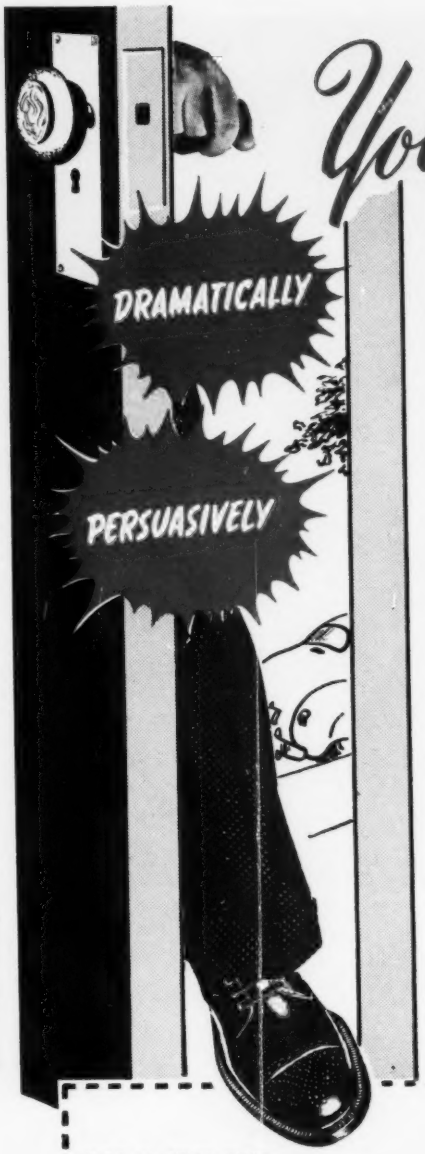
Economical Duraglas Boston Round bottles with APPLIED COLOR LABELS are suitable for a wide range of household and chemical products. They're sturdy, dependable production packages, too.

For details of the "Boston Round" story, call the O-I branch office near you.

Duraglas Bottles are Protectors of Quality

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Your Sales Foot... in the Door!

No BETTER salesman than your product itself. No better foot in the prospects' front doors than your package (Box, Vial, Bottle, Cap or Cover).

EVERY such job entrusted to Pyro is broken down into: Eye-Appeal, Functional Utility and Design, Physical Properties (effect of light, heat, chemicals, pressure, etc.), Production Speed, Economy.

Pyro's modern plant—Pyro's fine Technical and Merchandising departments are geared HIGH to mesh into YOUR marketing set-up—and GO TO WORK.

WE'RE solving tough packaging assignments daily. Can we do it for YOU? . . . Yes! and there's proof. This is OUR foot in YOUR door.

We'll give you action . . . if YOU'LL first activate the coupon.

PYRO PLASTICS CORP.,
Union, N. J.

Gentlemen:
Get both feet into our door; come and tell us what YOU can do for US. All tentative. No obligation. Our package would be a ..... (Name package-type, if possible).

FIRM.....

ADDRESS.....

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Pyro
PLASTICS CORPORATION
UNION, N. J.

← ← USE OUR FACILITIES

U.S. Patents Digest

U. S. 2,495,294, Jan. 24. The method of preparing body blanks for sheet-metal containers, each having a side seam and an integral removable tearing strip having a portion thereof embodied in the side seam, said strip terminating in a projecting tongue at its outer end to economize in blank material.

Aerial-Delivery Container, P. H. Stevenson, Cincinnati, Ohio. U. S. 2,495,486, Jan. 24. An aerial-delivery container having a plurality of vanes extending radially therefrom, together with a telescoping sleeve fitted snugly to the container, ears on the sleeve, ears on the container, the ears on the sleeve fitted between the ears on the container, trip wires hooked through the ears, the trip wires adapted to hold the sleeve close upon the container, and the vanes against the side of the sleeve; a spring within the sleeve adapted to force the sleeve and the container apart when the trip wires are pulled from the ears.

Display and Shipping Carton, W. J. Wells (to F. N. Burt Co., Inc., Buffalo, N. Y.). U. S. 2,495,676, Jan. 24. In a carton, in combination, enclosing walls including front and rear panels and bottom, front and rear panels being connected to bottom for tilting adjusting movements thereon from substantially erect shipping position into inclined display position.

Container and Opening Key, N. Geertsen (to American Can Co., New York, N. Y.). U. S. 2,495,715, Jan. 31. A container having an opening key including a shank having a longitudinal slot therein, a tearing strip set off by score lines on a wall of said container and terminating in a projecting tongue disposed within the confines of said score lines for engaging the slot in the shank portion of said key.

Holder, H. Block, New York, N. Y. U. S. 2,495,806, Jan. 31. A holder adapted to contain a material in powder form, comprising a container, a cover member for container, cover member being provided with a plurality of openings, a first disk member rotatably mounted adjacent said cover member, disk member being provided with a plurality of openings spaced in such manner that at least a certain number thereof will be aligned with respective openings in cover.

Double-Walled Box or Carton, K. T. Buttery (to Sutherland Paper Co., Kalamazoo, Mich.). U. S. 2,495,807, Jan. 31. A collapsible double-walled box or carton formed of an integral blank cut and scored to provide an inner bottom panel and an inner side and end walls hingedly connected to inner bottom panel and diagonally foldable corner members.

Fruit Feeding and Orienting Machine, W. D. Peel, Oakland, Calif. U. S. 2,496,019, Jan. 31. Feeding means for feeding individual fruits comprising: a screw having a pitch slightly in excess of the diameter of the individual fruits and a depth substantially equal to diameter and a superposed hopper discharging into the top side of screw, means for admitting only a single fruit into each of the individual spaces between the threads and means for maintaining the travel therethrough.

Leakproof Package and Method of Making Same, R. A. Farrell (to Marathon Corp., Menasha, Wis.). U. S. 2,496,043, Jan. 31. A package comprising a polygonal tubular container having open ends, end flaps for closing ends and a flexible closure membrane extending entirely across the ends of container and sealed thereto, said membranes being depressed adjacent the open end of the container and adhered to the inner wall portions thereof adjacent the open ends thereof for providing a leakproof closure, end flaps being folded over closure membranes.

Stacked Jar Container with Self-Locking Top and Bottom, J. M. Iwata, Northridge, Calif. U. S. 2,496,093, Jan. 31. In a nested container combination, the combination which comprises a flat horizontally disposed cylindrical container body having centrally disposed concave cavities in the upper and lower surfaces, with the cavity in the lower surface larger than the product-carrying cavity in the upper surface, whereby the cover of a similar container is received in larger cavity of lower surface with one container positioned upon another.

Carton and Method of Sealing the Flaps Thereof, W. J. Cupo (to Waldorf Paper Products Co., St. Paul, Minn.). U. S. 2,496,336, Feb. 7. The method of sealing open ends of cartons having side and front and back wall end flaps adapted to be folded together to form a closure.

Liner for Adherent Rubber Surfaces and the Like, W. Kellgren and J. J. Charpentier (to Minnesota Mining & Mfg. Co., St. Paul, Minn.). U. S. 2,496,349, Feb. 7. For use as a tem-

See the "OLIVER" for the latest in automatic wrapping and labeling

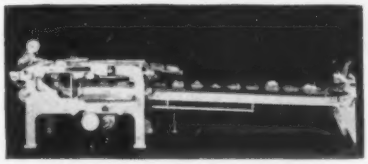
1950 PACKAGING EXPOSITION
Chicago · April 24-27
Space 438-440

Our packaging engineers will be glad to discuss your wrapping and labeling problems at our space

- Don't miss the demonstration of the "Oliver" equipped to wrap, band and label 100-count paper napkins!

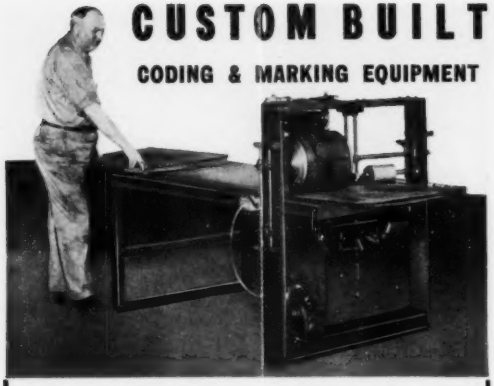


- Are you interested in wrapping and labeling baked goods, fresh produce and meats, boxed candies, paper specialties, textile items, or products remotely similar? This demonstration will give you helpful, money-saving ideas. Inspect the "Oliver" Roll-Type Labeling System. Examine the colorful display of Roll-Type Thermoplastic Labels—produced in our own printing plant.
- Also, see our new machine that *imprints, cuts and stacks* diecut thermoplastic labels. It imprints essential information on a "blank" label from a continuous roll. Imprint items can be changed in a few seconds. This machine is designed primarily for self-service bakery, meat and produce operations in super-markets.



OLIVER MACHINERY COMPANY
PACKAGING DIV. GRAND RAPIDS 2, MICH.

"Oliver" Wrapping Machine
WITH "OLIVER" AUTOMATIC ROLL-TYPE LABELLING SYSTEM



CUSTOM BUILT

CODING & MARKING EQUIPMENT

Model No. 7 automatic carton imprinting machine

Throw away your slow, outmoded hand stamps and stencils . . . you won't need them once we build an efficient marking or coding unit, designed specifically for your operations. Special coding and imprinting machines—

- loaded cartons
- set up boxes
- wooden box shooks
- flat cartons
- fiber drums
- multi-wall bags

These high speed imprinters use quick drying, non-caking inks and insertable rubber type which needs no makeready. Each machine can be made adjustable through a wide range of package sizes.

Outline your problem in a letter for design recommendations.

INDUSTRIAL MARKING EQUIPMENT CO. INC.

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- LABELS
- SEALS
- TAGS
- DISPLAYS
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AMERICA'S FINEST FOIL REWINDERS

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U.S. Patents Digest

porary covering for adherent rubber surfaces, a creped paper having a low-adherency surface coating essentially comprised of polyvinyl butyral, a lesser proportion of hydrogenated castor-oil wax at least equal to about one-half the polyvinyl butyral, a still less proportion of higher fatty acid and, as an anti-embrittling agent, an organic anti-oxidant for rubber, forming a homogeneous nonbleeding film blend.

Receptacle Closure, W. L. Bumber, Chicago, Ill. U. S. 2,496,439, Feb. 7. The combination with a receptacle having a top including an opening with an open-ended pouring spout with a rounded bottom extending transversely of the receptacle over the opening, the spout having a slot in the top and having a stopper manually engageable through the slot.

Can Body Construction, W. Tomarin, Cincinnati, Ohio. U. S. 2,496,568, Feb. 7. A cylindrical body for a hermetically sealed, reclosable can, said body having intermediate its top and bottom edges and annular multifolded section, a section comprising three superposed concentric panels, the intermediate panel being integrally connected at its top with the innermost panel and at its bottom with the outermost panel, having a pair of external narrow folds bent toward each other, respectively overhanging the top and bottom edges of outermost panel and providing circumferential shoulder beads.

Combination Presser and Sealer, M. Van Antwerpen, Milwaukee, Wis. U. S. 2,496,609, Feb. 7. In a machine for simultaneously compressing packages and sealing the open flaps thereof, a presser table, a presser board, means for mounting presser board and means whereby package can be placed between these and sealing dies carried into compressing position.

Method of Making Rectangular Flat Bags, L. L. Salfisberg (to Ivers-Lee Co., Newark, N. J.). U. S. 2,496,753, Feb. 7. The method of making a rectangular flat bag including the forming of two sheets of flexible, heat-sealable material of the same length but of different widths, superimposing the narrower sheet on the other with the longitudinal marginal portions of the wider sheet extending beyond the edges of narrower sheet and submitting marginal zones to heat and pressure.

Bag and Method of Making the Same, E. S. Kardon, Melrose Park, Pa. U. S. 2,496,796, Feb. 7. A rectangular-bottom bag formed of a flattened tube having front and rear wall and initially having a pair of spaced longitudinal slits on one wall only at the end of the tube from which the bottom of the bag is formed, thereby providing a single bottom tab, the other end being triangular shape, terminating in an apex and being sealed at apex in diamond-shaped fold to form bag bottom.

Method and Apparatus for Sealing Containers, F. W. Kruegar (to Food Machinery & Chemical Corp.). U. S. 2,496,877, Feb. 7. In a rotary vacuum capper, the combination of a rotor having a plurality of vacuum capping units thereon and means in each unit to form a vacuum chamber about a mouth portion of a container.

Display Container, R. I. Promisel, Winthrop, Mass. U. S. 2,496,918, Feb. 7. A device comprising a generally rectangular open-topped container having a bottom, end walls, a rear wall and a front wall, the front wall being pivotally secured to the end walls and being swingable outwardly from the casing to overlie the top of the casing and partially cover same, resting flatly atop the end walls, thereby exposing the casing interior and contents to view through the front.

Container Partitioning Device, F. C. Steinhauer, Decatur, Ga. U. S. 2,496,964, Feb. 7. A partitioning device to be utilized in connection with a receptacle having a constricted opening, comprising a plurality of cooperation plates, one of plates having a slot extending downwardly from its upper edge, said plate being bent along the axis of slot so that the ends of plate diverge therefrom at an angle approximately 120 deg. and another plate having an overhanging lip portion extending downwardly from its upper edge but terminating short of the bottom edge and so arranged to permit plates to be at angles to each other and then interlocked in place inside receptacle.

Crate for Paper Milk Containers, D. R. Swingle (to Cumberland Case Co., Chattanooga, Tenn.). U. S. 2,496,965, Feb. 7. A crate with side walls, each having a horizontal recess in its exterior surface and extending longitudinally along the lower edge, a bottom with upstanding flanges integral therewith and disposed in recesses, a plurality of bracing elements, each extending along of the edges formed by the junctions of

Correct from Any Angle



MACK PLASTIC MOLDED CLOSURES AND PACKAGING SPECIALITIES

STANDARD SIZES DELIVERED FROM STOCK — FAST SERVICE ON CUSTOM PACKAGING AND SEALS

Count on MACK for quick delivery of molded closures — in all sizes and in any quantity. Choose from an interesting variety of modern stock designs. And for special packaging ideas, consult MACK technicians. Their sales-proved experience covering products of every kind is available to you without obligation. Samples of closures and prices sent on request. Just call or write Mack Molding Company, Inc., 160 Main Street, Wayne, New Jersey.

Mack
MOLDED EXCELLENCE

YOUR REAL *PRODUCTION* MANAGERS . . .

Meet their demands with HIGHER SPEED wrapping



NOW, you can meet increased consumer demand for your product by faster, more practical packaging with the Campbell Wrapper. Old-fashioned wrapping bottlenecks are eliminated, for this modern mechanical wizard delivers up to 150 units per minute—fully glued or heat sealed. Adaptable too, it handles all types of package wraps . . . and all kinds of shapes or sizes. Also available with hopper feed for high speed cylindrical wrapping such as stick candy and similar shaped products. For low cost, faster production — investigate the Campbell Wrapper today.



SAVES LABOR . . . only two operators are needed for each machine — one feeder and one packer.



Campbell WRAPPER

HUDSON-SHARP MACHINE CO. • GREEN BAY, WIS.
Manufacturers

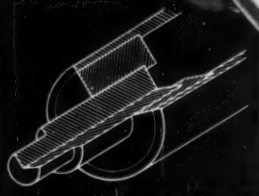
Wraps products of all shapes. Write for illustrated brochure.

FOR BETTER ANILINE PRINTING

Use **no-flex PLATE ROLLS**



- CAN'T FLEX OR WHIP
- GROUND FINISH INSURES ACCURACY
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- LOW IN COST



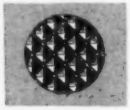
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CUTAWAY SHOWS HOW EXCLUSIVE PROCESS FUSES ENTIRE JOINT INTO ONE SOLID MASS, INSURING EXTREME RIGIDITY. TUBE CONSTRUCTION REDUCES WEIGHT.

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EVENFLO ENGRAVED ANILINE INKING ROLLERS — Eliminate ink waste, poor quality runs and rejects due to faulty inking and require no time-consuming adjustments. Evenflo Rollers meter the ink in the exact quantity needed, continuously and automatically. Proper inking — without operator attention — saves stock, ink, press down-time and operator fatigue. Using Evenflo Aniline Inking Rollers means high production quality — lower production costs.



ENLARGED VIEW OF ENGRAVED SURFACE SHOWS SCREEN THAT AUTOMATICALLY FEEDS CORRECT AMOUNT OF INK.

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PAMARCO ANILINE PRINTING PRESSES
EVENFLO ENGRAVED ROLLERS
PAPER CONVERTING MACHINERY

PAPER MACHINERY & RESEARCH, INC.
1014 OAK STREET • ROSELLE, NEW JERSEY

U.S. Patents Digest

Continued

the walls with the bottom, and having a stacking portion projecting downwardly and being a U-shaped cross-section.

Weighing Machine, P. B. Richardson (to Richardson Scale Co., Clifton, N. J.). U. S. 2,497,015, Feb. 7. In a weighing machine, the combination of a weigh hopper having a discharge door and means including a toggle connected to the door for locking the door in closed position and releasable to permit opening of door, and means controlled by movement of toggle into locked position for feeding material.

Wide-Mouthed Nursing Unit, A. M. Allen (to Disposable Bottle Corp., Washington, D. C.). U. S. 2,497,198, Feb. 14. A nursing unit comprising a disposable container bag of pliant material having a closed rearward end and an open forward end, a re-usable collar assembly made of rigid material and a re-usable nursing nipple secured in sealing relation to the open end, collar assembly comprising a separate inside ring surrounded by and providing inside support for the open end edge of bag.

Cup-Making Machine, F. Ruzza (to Paper Container Mfg. Co., Chicago, Ill.). U. S. 2,497,239, Feb. 14. In a conical cup-making machine provided with means for winding a blank into cup form on a conical mandrel, the improvement comprising the combination of a die carriage having a body-pressing die to press together an adhesively treated overlap of said cup and means, resiliently mounted in carriage and yieldable with respect to die, to press together convolutely wound, adhesively treated layers at the apex of cup.

Package-Binding Tool, J. H. Leslie (to Signode Steel Strapping Co., Chicago, Ill.). U. S. 2,497,313, Feb. 14. A package-binding tool of the type having a binder tensioning mechanism, an actuating handle therefor and a gripper for anchoring one end of the binder against the pull of the tensioning mechanism.

Manifold Holder for Lipaticks or Other Cosmetic Containers, P. Libson (to Helena Rubinstein, Inc., New York, N. Y.). U. S. 2,497,314, Feb. 14. In a manifold holder and a plurality of cosmetic containers therefore, a casing having a plurality of cavities and windows in the wall of the casing, each window opening into a cavity, individual cylinders removably fitting into each cavity, and having a portion of its surface exposed through the window thereof and a color arrangement on the exterior of each cylinder which bears a predetermined color relation to color of cosmetic in cylinder and to user.

Partition-Strip Assembling Machine, J. E. McLaughlin, J. E. Wilske and F. A. McCormick (to Owens-Illinois Glass Co., a corporation of Ohio). U. S. 2,497,318, Feb. 14. Apparatus for assembling partition strips, comprising means for feeding strips to an assembly station, means for guiding a strip to an assembly station in a predetermined path during its movement to the assembly station, an air-operated motor, means, actuated by motor for assembling strips with others at said station.

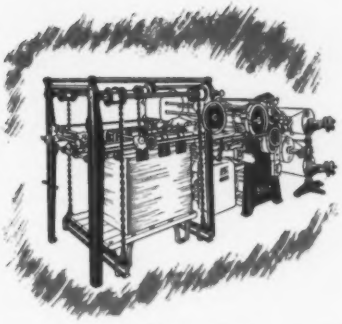
Bottle Labeler with Neck-Label Gauge, P. L. Chelle, Paris, France. U. S. 2,497,344, Feb. 14. In a bottle labeler, a pair of drive wheels, a pair of vertical pivot means for mounting said wheels, respectively, an endless chain passing around wheels and being positioned with its two flights in substantially the same horizontal plane, a plurality of bottle-engaging means carried by chain, pushing means for releasing bottles which push same through a labeling position located between two flights and a principal labeling means adapted to apply a main body label to the body of the bottle.

Cigarette Package Ejector and Moistener, J. E. Pollack, Dundalk, Md. U. S. 2,497,627, Feb. 14. A cigarette package comprising a deformable wrapper and a unitary insert in the bottom thereof, said insert comprising a stiff nondeformable frame member having opening adjacent each end and resilient diaphragms closing openings whereby external pressure upon the package beneath either diaphragms is effective to replace material within the package through a preformed top opening.

ADV. CORRECTION: *A typographical error in the Sylvania Cellophane advertisement on page 49 of the March issue incorrectly identified the cellophane used as Sylvania Cellophane MP-3. MS-1 is the correct identification for the cellophane used on the attractive tool package.*

BECK

sheets anything!





FOR A LUXURY BOX



OR A BURLAP BAG



FOR A WRAP THAT GUARDS FLAVOR



OR A GAY SHOWER CURTAIN

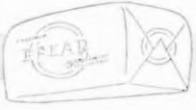
slits and rewinds too . . .



a bright plastic for milady's bag

a wrap and a band to point up quality

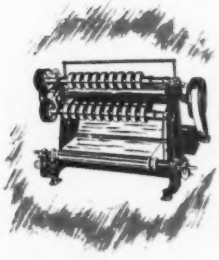




a covering that sells and saves freshness

a wrapping that's bright with buy appeal





If you have anything in rolls the BECK AUTOMATIC ROLL SHEET CUTTER can cut it.

If you want quality slitting the BECK RAZOR BLADE SLITTER AND REWINDER will produce it.

Make a note . . . check with BECK!

CHARLES BECK MACHINE CORPORATION

406 NORTH 13th STREET BECK PHILADELPHIA 8, PENNA.



The fast pace of today's business causes most manufacturers to have a packing problem in one phase or another. New product designs—new production line techniques—new marketing area developments and competitive conditions make it necessary for you to constantly review your packing and shipping operations.



Gaylord Container Corporation is staying on top of these changing conditions and aiding their customers through constant, thorough field research and new manufacturing developments. Gaylord can help you.

CORRUGATED AND SOLID FIBRE BOXES

FOLDING CARTONS

KRAFT PAPER AND SPECIALTIES

KRAFT BAGS AND SACKS

Just call the Gaylord office nearest you . .

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Gaylord Boxes



Funny how a child's eyes light up when he sees a good-looking package. Like grownups, he too, figures it must be just as good to eat. And what a whale of a lot that has to do with the sale.

Attractive packaging is not solely confined to a smart, colorful wrapper. It takes machines—like Lynch Wrap-O-Matics—to provide neat, thoroughly sealed packages and turn them out fast enough to provide wrapping economy and speedy marketing. Write for details on how Wrap-O-Matics can put your packaging on the profit side.

SEE LYNCH PACKAGING MACHINES IN BOOTH 234
National Packaging Exposition
April 24-27
Navy Pier, Chicago


PAR AIR COMPRESSORS


PAR REFRIGERATION COMPRESSORS


WRAP-O-MATIC CANDY & COOKIE WRAPPING MACHINES

LYNCH CORPORATION
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MORPAC PAPER PACKAGING MACHINES


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GLASS FORMING MACHINES

fishing for the right adhesive?

When you call Stein Hall you know there's a specific
Waterproof Glue to fill your individual packaging needs.
Take advantage of these two Stein Hall exclusive developments:

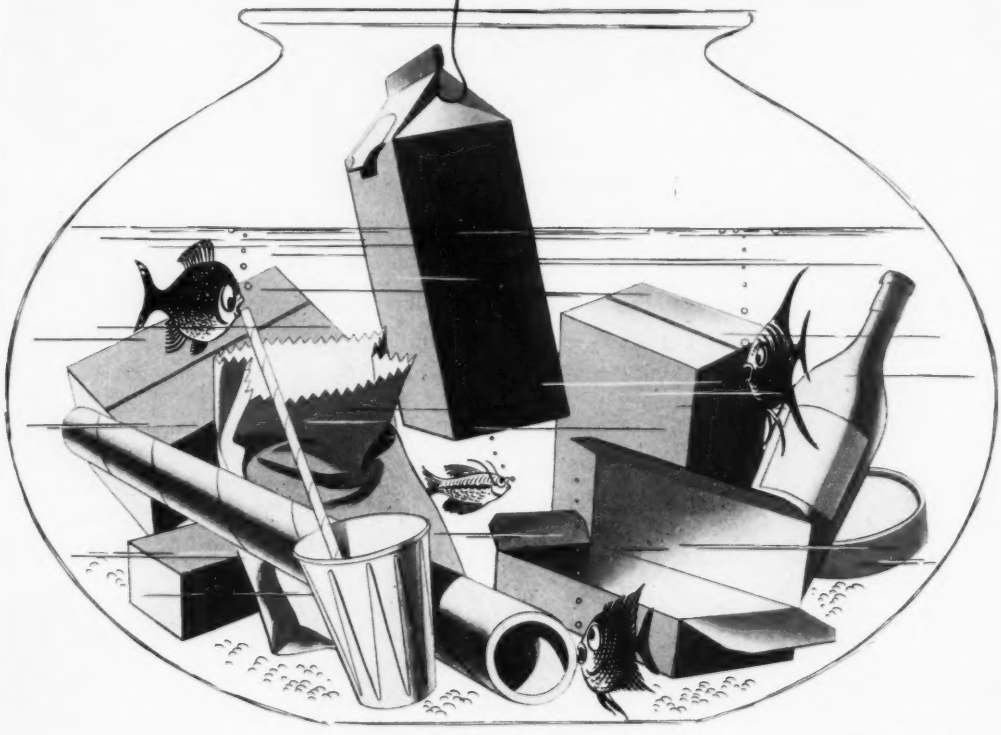
- Stein Hall Waterproof Glues run clean at top speeds
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Dampen or drench 'em. With Stein Hall liquid glues they're glued to stay.
For tubes or packages, bottles, boxes or bags,
Stein Hall can lick your packaging problem.



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285 MADISON AVENUE NEW YORK 17, N. Y.

Branch Offices in 16 U. S. cities and Canada





Display and sell your products in Munson Cellophane Bags

In the next 60 seconds, Munson cellophane bags will earn an "assist" in selling more than 100 different products.

Munson has no predecessors in producing fine, quality cellophane bags designed to jacket your products and to provide them with clear-cut selling identity. The sanitary-freshness provided by Munson bags adds that all important sales appeal.

Strategically-located sales representatives are prepared to answer your every cellophane bag whim. Design facilities are available to supply your cellophane packages with style, charm, dignity, individuality and the extra sales winning characteristics that will make your product standout for better sales acceptance.

Munson produces cellophane bags and printed roll stock for the packaging of almost every conceivable food as well as wearing apparel, golf balls, toys and novelties. We are prepared to meet your demands for quality, quantity, and delivery in all types of converted cellophane.

Munson facilities are at your disposal. Your questions concerning types of bags, sizes, design and availability will receive a friendly reception at the Munson Bag Company. A highly-skilled group of experienced men is prepared to discuss your problems and to make recommendations.

Write today for complete information, or for immediate service, call LAkewood 6570.

PROTECT, DISPLAY AND SELL YOUR PRODUCTS WITH VISIBILITY IN CELLOPHANE BY MUNSON

THE MUNSON BAG COMPANY

1360 WEST 117TH STREET • CLEVELAND 7, OHIO

SALES OFFICES LOCATED IN BOSTON, CHICAGO, DETROIT, KANSAS CITY AND SEATTLE

Heavy booking for point-of-sale exhibit

Advance registration and sale of exhibit space for the two-day Exhibit and Fourth Annual Symposium of the Point of Purchase Advertising Institute, which is to be held at the Waldorf Astoria Hotel, New York, April 11 and 12, indicate that this year's show will be the biggest and best attended in its history, according to John M. Palmer, Institute president.

The exhibit will feature examples of the latest developments of point-of-sale displays in wood, metal, glass, plastics and lithographed paperboard. Demonstrations of signs and display material using motion and electrical illumination will be in greater prominence this year, highlighting the current trend of combining static materials and moving equipment in single displays. Point-of-sale displays designed to stimulate the sale of related items, displays made of paperboard strong enough to support semi-industrial products, heavy appliances and traffic appliances, and ingenious display material which permits the actual product in use to be shown at the retail level, also will be presented.

All of the 52 exhibit areas of the Exposition will be occupied by exhibitor-members of the Institute and an estimated audience of 10,000 is expected to attend. The basic theme of the Symposium will be the "tie-in theory," which advocates joint planning by advertisers, advertising agencies and point-of-purchase specialists to achieve the best results in consumer drives. To illustrate the advantages of such joint planning, speakers at the Symposium will describe the sales performances of outstanding products whose sales have been supported by unified promotion.

Among the speakers at the Symposium will be Arthur H. (Red) Motley, president of Parade Publications, Inc., who will discuss the relation between point-of-sale and publication advertising as part of "the program for better selling"; and John Wiley, chairman of the board of Fuller & Smith & Ross, who will talk on "completing the selling job at the point of purchase."

A feature of the show will be a re-enactment of "The Life of Miss Rheingold," the story of a paperboard display that was transformed into an all-media national advertising campaign. The play, which dramatically illustrates the "tie-in theory" that is to be the theme of the Symposium, tells the behind-the-scenes drama of how a group of sales and advertising specialists worked together to expand a point-of-sale idea into a recurring, annual, national promotion.

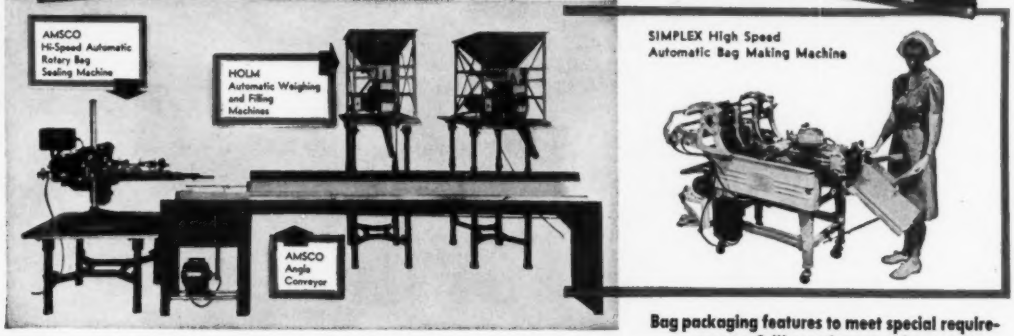
Mr. Palmer also announced the appointment of three committees: the Exhibit Committee, headed by Howard Cox; the Luncheon Committee, Robert Sironi, chairman; the Prize Committee, Albert Hailparn, chairman, and the Mounters Committee, with George L. Rose as chairman.

More than 1,000 sales and advertising executives and advertising-agency heads are expected to attend the Symposium-Luncheon on April 12.

making a quality product is *your* business
packaging it economically is *our* business!

that is why PETER PAUL, INC. uses AMSCO PACKAGING EQUIPMENT





Bag packaging features to meet special requirements. 3 illustrations are shown below.

If you are interested in reducing the cost of your bag packaging, an AMSCO engineer will show you how. We can supply cost-saving equipment for every operation, starting from the roll stock to the finished product . . . bag making, bag filling, bag conveying, bag sealing . . . individual units available for each operation or complete bag packaging set-ups.

Choose AMSCO to package your product in cellophane, moralux, diafane, foil, pliofilm, polyethylene or any other heat sealable material . . . printed or unprinted. Savings in labor and increased production pay for your AMSCO equipment in a comparatively short time. Contact AMSCO today!



Write Dept. M-4 for complete catalog.

AMSCO PACKAGING MACHINERY, INC.
31-31 48th Avenue Long Island City 1, N. Y.
Specialists in Diversified Packaging Equipment.

Anti-monopoly

The state of New York moved in civil and criminal proceedings last month to break up alleged monopolistic practices in the $20,000,000 small paper box industry in the New York City area.

Pleading guilty to charges of violating the State's General Business Law were Harry E. Roden, secretary of the New York District Paper Box Assn., Inc.; David Friedman, secretary of the Paper Box Credit Bureau, and Samuel Lakin, general manager of the credit bureau. Mr. Lakin was fined $3,000 and given a sentence of a year in jail, which was suspended; Mr. Friedman was fined $2,000 and Mr. Roden was fined $1,000 on charges of conspiring to restrict competition. In addition, the New York District Paper Box Assn. was fined $5,000. In a civil action, the State's Attorney General asked the Supreme Court for permanent anti-monopoly injunctions against the two organizations and a third, the New Jersey Box Craft Credit Bureau, Orange, N. J., and requested the dissolution of the two New York groups. Restraining orders also were asked against the 105 corporations and 196 individuals holding memberships in the three organizations. Attorney General Goldstein said the groups controlled about 90% of the supply of small set-up boxes in the New York area for candy, cakes, shoes, toys, etc., and charged that they "had agreed to eliminate competition among themselves."

Western show

Plans have been completed for the 3rd Western Packaging & Materials Handling Exposition, scheduled for the San Francisco Civic Auditorium on Aug. 16, 17 and 18, according to Clapp & Poliak, exposition managers.

Again this year the exposition will be supplemented with a three-day conference session during which speakers will discuss the latest developments in techniques, machinery and supplies. In addition, a complete line of materials-handling equipment will be exhibited. Decision to hold the 1950 exposition in San Francisco was based on a survey of exhibitors' preferences, according to the managers. This is the third consecutive year the exposition has been held in San Francisco.



in Storage . . .
in Transit . . .
WRAP TO

PROTECT WITH VAPOTITE*



PROTECT INDEFINITELY — HYGROSCOPIC FRUIT POWDERS ENCLOSED IN VAPOTITE.

A MOISTURE-VAPOR SAFEGUARD

When a packaging requirement dictates the use of an odorless, non-staining, extra strong and tough moisture-vapor material — wrap to protect with VAPOTITE. Pliable, foldable and moldable, it retains its protective qualities even at extreme temperatures. Ideal for enclosures and case liners for candies, dried fruits, meats, cereals, food mixes, drink powders, drugs and hygroscopic materials. It is also available in various grades and custom-made types to protect such products as steel machine parts, sensitized papers, nursery stocks, electrical parts, etc. Thanks to VAPOTITE, food processors can now level out production curves by manufacturing months ahead of "peak" seasons. Write for samples and name of nearest distributor today.



RETAIN FLAVOR-FRESHNESS IN BULK PACKED CANDIES, POPCORN AND OTHER FOODS

* VAPOTITE has the advantages of a strong, sturdy laminated kraft, yet is more economical than most ordinary moisture-proof wraps.

Available in SHEETS ROLLS AND BAGS Plain, Colored or Printed

THILCO Functional Papers

THILMANY PULP & PAPER COMPANY • KAUKAUNA • WISCONSIN

Automatically in cellophane

(*Article continued from page 131*)
La.; Duncan Coffee Co., Houston, Tex.; Kraft Foods Co., Chicago; Rickert, Wessanen & Laan, Inc., New Orleans; Trinidad Bean & Elevator Co., Sterling, Colo.; Tanner, Inc., Gallup, N. M.; Anderson, Clayton & Co., Monterey, Mexico; Cooperative Grange League Federation Exchange, Inc., Canandaigua, N. Y.; American Rice Growers Cooperative Assn., Houston, Tex.; Chester B. Brown, Gering Neb.

Consumer acceptance

The Department of Agriculture study clearly reflects the effect of the machine's development on the marketing of rice, beans and peas—all foods particularly important to low-income families.

Finding a three-way shift in packaging practice for these foods—first from opaque to window-front cartons, then from window-front cartons to the cellophane bag—the report traces a steady shift to the transparent bag dating from the automatic machine's introduction in late 1948 and early 1949.

The report emphasizes that despite the low-price market toward which these foods are aimed, with low profit margins, package eye appeal should not be neglected, for purchases—as high as 54% in one study—were made on impulse decisions in the store. Although rice is the principal food for over one-half the population of the world, per capita annual consumption in the United States is less than 6 lbs.—obviously open to tremendous expansion.

The effect of the machine is reflected in another way. Undesirable off-sized packages—previously determined by the fixed sizes of prefabricated bags with varying density of contents—are rapidly being replaced by standard 1-, 2- and 3-lb. packages. This is due, of course, to the fact that the machine can readily be adjusted to make a bag of any size and packages can therefore be regulated to standard weights regardless of the product.

Not the least of the factors in the impressive record of consumer acceptance is the quality of color printing achieved on the roll stock. Printing is by the rotogravure process, applying as many as seven colors in one operation. In the case of duplex webs, printing is in reverse on the inner side of the outer wall—fully protected from contact by the outer ply of sparkling cellophane. With single webs, the printing is on the surface.

Not only the seven-color printing technique, but also the availability of full unbroken front and back faces of the bag has aided design. Many users duplicate the display labeling on front and back, with additional identification and statement of contents on the bottom, giving the package excellent display value and brand identity regardless of its position on the shelf.

Recently there has been a pro-

THE TEKWOOD TEN

ARE IMPORTANT MATERIAL CHARACTERISTICS

How many of them does your product need?



1. Won't buckle, split or splinter
2. Takes paint beautifully
3. Takes embossing cleanly and permanently
4. Ideal undersurface for covering materials
5. Die-cuts cleanly and easily
6. Unusually high strength/weight ratio
7. Extraordinary durability
8. Light in weight
9. Routs or folds quickly and easily
10. Self-hinging, when scored or cut partly through

AND TEKWOOD IS REMARKABLY LOW IN PRICE!

The secret of Tekwood's versatility lies in the way it's made. To each side of a core of sturdy hardwood, a tough sheet of cylinder Kraft paper is bonded. The grain of the Kraft goes at right angles to the grain of the wood. The resulting "sandwich" is tough, strong, rigid. Panels: 48"x96". Write us today for complete data on Tekwood. Chances are, the *Tekwood Ten* can help improve your product.

UNITED STATES PLYWOOD CORPORATION

55 West 44th Street, New York 18, N. Y.

Manufacturers of Tekwood and Weldwood Plywood

Tekwood is a patented product—U. S. Pat. No. 1997344



HARD TO BEAT!

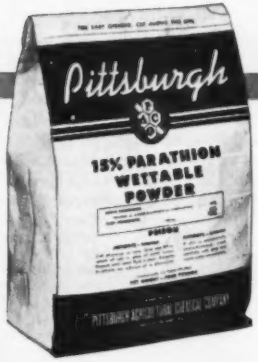
Not One, Not Two, But FIVE Conveniently located Betner Plants

make our food packaging service flexible and economical

DEVON, PA.
RICHMOND, VA.
APPLETON, WIS.
PARIS, TEXAS
LOS ANGELES, CAL.

Pinpointed for service to food processors everywhere . . . that's the big idea behind the locating of these Betner Better Bag plants. Where do you have your business? What kind of bag do you need for your product? Betner has it . . . and can get it to you quickly.

Backing up our idea of what a complete bag service should be is a widely-flung sales organization, one or more members of which are near you. Betner Bags are, in effect, as close to you as your classified directory.



NEW! BETNER'S "NO SIFT" BAG
for toxic dry chemicals, powders

If there's any bag that positively *won't* permit dry particles to sift, this is it. Its construction combines special liners with folding, gluing and heat-sealing in such a way that there is virtually "No Sift" for contents.

Betner not only supplies this new bag—now—but special closing machinery for closing it. Your inquiries are welcome. Samples, with full technical information, will be supplied promptly.

LOOK FOR BETNER IN BOOTH NO. 131 at the National Packaging Exposition

Benj C Betner Co DEVON, PA.

CAMP BETNER CORP., Richmond, Va.; BENJ. C. BETNER CO. of WISCONSIN, Appleton, Wisconsin; BENJ. C. BETNER CO., Paris, Texas; BENJ. C. BETNER CO. of CALIFORNIA, Los Angeles, California; SOUTHERN PACKAGING CORPORATION, High Point, N. C.; Affiliate of Benj. C. Betner Co.

A complete bag service—from idea to finished bag to machinery for closing coffee bags and filling and closing liner bags for cartons.

nounced tendency to use the back face of the bag for the printing of recipes and illustrations from taste-tempting, full-color photographs of prepared dishes.

Actually, the improvement of design for these products in the last two years is even more striking than the improvement in mechanics. When all of the rice millers and bean growers were using prefabricated bags, the limitations of production facilities usually held the designs down to not more than three colors and because much of the printing was done from rubber plates by the aniline process, there was little or no tone work. Designs had a tendency to run to solid bands of color, with blue usually predominating because of the theory that the use of blue masses in the design of a transparent package containing a white product makes the product look whiter. Thus, there was little chance for brand individuality.

The first model of the machine to be built by the machinery supplier who now holds the manufacturing rights is just now going into use. The basic mechanisms have not been changed, but as a result of observations in the field on the earlier machines a number of improvements have been incorporated, such as accessibility and adjustment for the operator; reduction of down time for bag-size change-over and other features contributing toward a better final package.

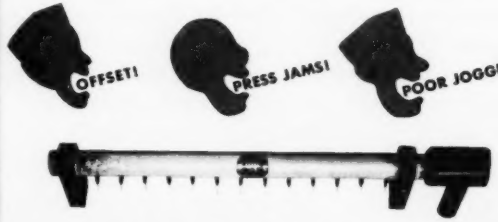
On the primary or bag-making unit, the cellophane mill rolls and glue pots have been moved to the front end of the machine, permitting easier changing of the rolls and leaving folding, side-sealing and stripping operations all out in the open for ease of adjustment and servicing. The cellophane cut-off mechanism has been improved for ease of adjustment with less down time. The design of the side sealer heaters has been changed to permit their being pulled away from the mandrels when the machine is stopped, to avoid burning the bags, causing a "hot" mandrel or losing the basic setting.

On the secondary (bag-filling, folding and closing) unit, the folding and closing mechanisms have been redesigned to permit adjustment while the machine is running—an important improvement because it eliminates all down time for change of sizes and makes for a better job generally.

Guarding of genevas, bearings and other vital parts has been improved to protect them from product dusts. All chain drives have been replaced with horizontal wayshafts running the full length of the machine and several cross shafts have been eliminated, thereby reducing the drive load and number of parts.

With these improvements, permitting the use of net-weighing equipment for any product reasonably free flowing and suited to bag packaging, the new machine is expected to assume an important place in the general packaging field.

CREDITS: *Machine developed by Shellmar Products Corp., Mt. Vernon, Ohio; now being manufactured and supplied by Package Machinery Co., East Longmeadow, Mass. Printed cellophane for all packages illustrated supplied by Shellmar.*



THEY CALL IT EVERYTHING BUT ....STATIC ELECTRICITY!

Call it anything from smear to excessive downtime . . . but recognize it as STATIC ELECTRICITY.

Printing plants everywhere that use the OXY NEUTRALIZER BAR have found it the solution to ALL their static problems.

Your GUARANTEE that the OXY NEUTRALIZER BAR is the SUREST, MOST ECONOMICAL method of static elimination is the actual TIME-TESTED EXPERIENCE of present OXY BAR users.

When present users of the OXY NEUTRALIZER BAR say . . .

"'You might recall that we decided to switch to your bars only because we expected low maintenance, but we will now agree with you that your bars eliminate static to a greater extent than any other bar we have used.'" . . . THEY'RE LOOKING FOR ECONOMY.

When they say . . .

"'. . . with our old bars we spent $1143.96 for maintenance over a period of 1½ years. The Herbert Bars are operating around the clock six days a week, and to date the repair bill has been 0.'" . . . THEY'VE FOUND IT.

The ONLY way you can be sure you're not paying for static electricity is to take definite ACTION against it. Insure your plant of fast, trouble-free production with the OXY NEUTRALIZER BAR.

Excerpts from letters of present users of OXY NEUTRALIZER BARS. We invite your inspection of the entire file.

FOR DETAILED INFORMATION AND PRICE LISTS WRITE DEPT. D-1

HERBERT Products Inc. 74-32 JAMAICA AVE. WOODHAVEN 21, N. Y.

PRACTICAL! PERSONAL! PREFERABLE!

UNIT SERVICE PACKETS



Yes . . . UNIT SERVICE PACKETS give you all three and more! Your product packaged to measured portions, individual servings, more sanitary, easier to use. UNIT SERVICE PACKETS are ideal for testing campaigns, and special promotions.



Unit Service Packet offers you a wide variety of applicable packets and packaging ideas, to choose from. Drugs, Powders Household Items, and special packets for salt, pepper shakers! Unit Service Packets are excellent for medicinal powders, etc.

. . . INVITATION . . .

Why not tell us what you make. USP will especially design for you . . . your individual exclusive packet. NO OBLIGATION, OF COURSE!

UNIT Packet COMPANY

88 Gerrish Ave. Chelsea, Massachusetts



Packaging Inks in Action!

Take a peak at pint sized presses in operation, at the Packaging Show.

Crescent's Homogetone, Aquachrome and Gravitone will be put through their paces on miniature Aniline and Gravure presses • Bring your package ink questions to Booth 157 at the Navy Pier, Chicago. Let our specialists be your trouble shooters.

Also on show Oleose—steam set inks • Smilan—heat dry inks • Duratite—tin printing inks • Chrometone—high gloss letterpress inks for cast coated stocks.

Crescent

INK & COLOR CO.

464 NORTH FIFTH STREET

PHILADELPHIA 23, PA.

INKS FOR ANILINE • LETTERPRESS • LITHOGRAPHY • ROTOGRAVURE

Trends in displays

(*Article continued from page 171*)
three-dimensional color printing, offering a new opportunity for realistic presentation in mass production at comparatively low cost. This color printing is done on special equipment with special-formula inks. Art is prepared first in predistorted form and forming is accomplished by a patented molding process, giving the effect of full-relief embossing.

Introduced only a little more than a year ago, after 10 years of development, this process has been used by a score or more of national advertisers, starting with Ronson Lighters and including such well-known names as F. W. Woolworth, Pepsi-Cola, Quaker Oats, Sheaffer Pens, Paris Garters and many others. With one exception, every user has either re-ordered or ordered new displays within 60 days of his initial distribution. Ronson's results were so outstanding that the company is reported to have reordered in sizable quantities seven times within a period of one year.

New brilliance is being given to printed counter and window displays, streamers, etc., by the use of recently developed fluorescent papers and inks, sometimes referred to as "neon in print," because they glow in ordinary daylight, making standard colors appear flat by comparison.

Pilferproof displays

Increasingly, the manufacturer is faced with producing a display for valuable small items that will offer the dealer pilferproofness. Such items must, of course, show the product to advantage, give its selling points quickly and yet make it easy for the sales clerk to dispense packages. Many effective units are being made for this purpose today, combining paperboard with cellulose acetate, showing the product but keeping it under cover. A particularly successful example is the Silver Star Double-Edge Blade display—a tall unit, 17 in. high, which commands attention and shows a large quantity of stock through the acetate face, but takes only 6¼ in. of front counter space and is only 4 in. deep.

Display-installation services

Users of displays are beginning to rely more heavily on display services, because today they can assure installations under contract for specified durations in specified locations. They can also supply the experience of professional display men and competent inspection. These services are also of increasing value because they offer the best means for the related displays which are a distinct trend today. Today the related-display technique has been broadened to cover not only related items produced by the same company, but cooperative displays of several manufacturers making similar—and sometimes directly competitive—products for specific seasonal promotions.

Effective use

More often than in the past, manufacturers today are getting full value in their displays and retailers are getting the kind of displays calculated to

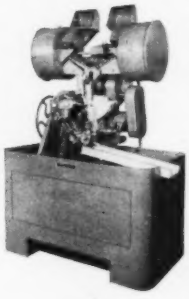


MIAMI WAXER and WATER FINISH

Dilts built waxing and water finish equipment is fast, efficient, and the acknowledged leader. Highly flexible – designs varied to meet requirements. Eleven sizes – width, from 36" to 96". Available with The Kohler System for continuous unwinding with "flying paster" and winding with "flying starter." **Other equipment for practically all converter processes and operations.**

DILTS MACHINE WORKS
DIVISION of THE BLACK-CLAWSON COMPANY, Inc.
FULTON, NEW YORK
ASK FOR BULLETIN (1-DM)

FILLS BY COUNT
automatically
SMALL NAILS and SCREWS up to 1¾"



the NEW BROWN BAG automatic FILLING and SEALING MACHINE

See It At The NATIONAL PACKAGING SHOW

Fills up to 24,000 packets per day, with from 1 to 16 pieces in each packet. Handles two different sizes at once, one from each drum.

BROWN BAG FILLING MACHINE CO., Inc. Fitchburg Mass.
Manufacturers of OPEN END ENVELOPES and PACKAGE MACHINERY
Representatives: West Coast, Peter D. Bowley & Associates, 210 Mississippi St., San Francisco, Calif.; Burnard C. York Packaging Machinery, 5807 West North Avenue, Chicago 39, Illinois.

Here's a carton cutter and creaser

Designed for the Carton Manufacturer

Until now, carton cutting and creasing presses have been largely variations of equipment designed for other purposes. *Champlain's Stationary Carton Blankers are the first specifically designed for the carton manufacturer.* Result: up to 50% greater efficiency, with platen press quality scores at better than cylinder press production.

These new presses not only make possible faster production than with existing equipment, they also mean many other important savings. They handle roll stock which means more cartons out, no gripper space, reduction of edge trim, lower paper costs, easier handling. They use ordinary steel rule and wood furniture dies facilitating makeready and changeover. They're equipped with double roll stand... one roll can be mounted while other is being run, practically uninterrupted production. *For average carton designs, automatic stripping is provided.* Automatic, electronic control equipment is provided for register of die cutting to preprinted web.

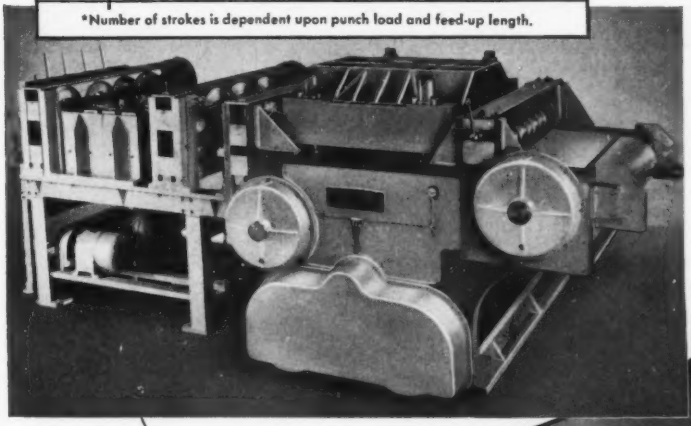


Designed as independent units, Champlain Stationary Carton Blankers can also be used inline with rotogravure, aniline-anilox or letterpress color units to provide finished, printed cartons in one pass through the press. Stock can also be coated, tinted or varnished in the same operation.

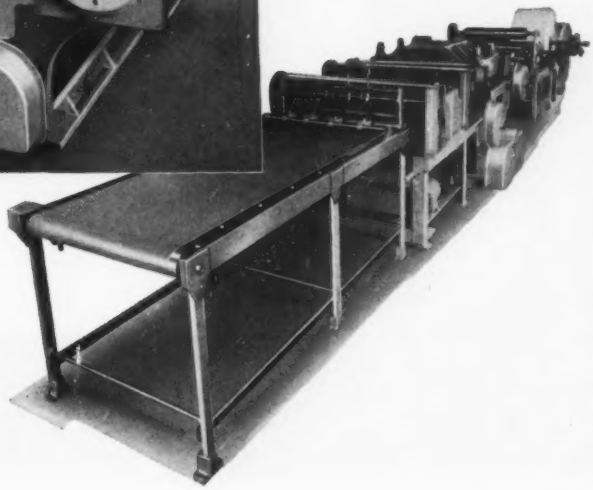
This equipment is the latest development in Champlain's continuing program of bringing to the packaging industry the best in rotary printing and inline fabricating processes and equipment. It will pay you to get the full details that will point the way to more economical, faster production of better cartons.

Model	Maximum Web Width Inches	Maximum Die Width Inches	Maximum Die Length	Speed* Strokes Per Minute
20"	21"	20"	30"	100-180
26"	28"	27"	30"	100-165
36"	37"	36"	30"	100-150

*Number of strokes is dependent upon punch load and feed-up length.



Detailed information will be available at our booth No. 230 at the 19th Annual Packaging Exposition, April 24-27, Navy Pier, Chicago. Stop in and see us.



DEPEND ON THE LEADER

CHAMPLAIN COMPANY, INC.

88 LLEWELLYN AVENUE, BLOOMFIELD, N. J.

CHICAGO OFFICE: 7 W. MADISON ST., CHICAGO 2, ILL.

Rotogravure at its best

6331



pay for the space that is given to them. This is true because of two factors: (1) use of improved testing techniques by the manufacturer in planning more effective point-of-sale tools (see "Effective Use of Displays," MODERN PACKAGING, Dec., 1949, p. 73) and (2) new developments in the production of displays—improved printing, improved construction and production methods to supply mass quantities in shorter time to meet specific needs.

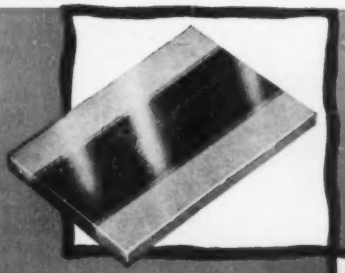
In using these modern sales tools, the manufacturer of packaged goods can be assured that his sales message—often built up in advance by millions of dollars of periodical advertising—finally reaches the customer at the exact moment when desire for an article is translated into a purchase.

CREDITS: *1 & 8. Einson-Freeman Co., Inc., Long Island City, N. Y. 2 & 17. Kindred MacLean & Co., Inc., Long Island City. 3. Wabash Fibre Box Co., Terre Haute, Ind. 4, 14, 22, 25 & 27. Consolidated Lithographing Corp., Brooklyn, N. Y. 5. Edison Folding Box Co., Chicago, Ill. 6 & 24. Western Lithograph Co., Los Angeles, Calif. 7. Justrite Box & Label Co., Inc., Chicago. 11. Design, Raymond Loewy Associates, Chicago; display, Harve Ferrill Co., Rockford, Ill. 12. W. L. Stensgaard & Associates, Inc., Chicago. 13. Reyburn Mfg. Co., Inc., Philadelphia, Pa. 9, 15 & 16. U. S. Printing & Lithograph Co., Cincinnati, Ohio. 18. Forbes Lithograph Mfg. Co., Boston, Mass. 19. Snyder & Black, New York, N. Y. 20. Mounted and printed by Chicago Cardboard Co., Chicago; produced by Magill-Weinsheimer Co., Chicago. 21. Display, I. Kunin & Sons, Brooklyn; jar, Owens-Illinois Glass Co., Toledo, Ohio. 23. Palmer Associates, New York. 26. (Triographic Process) Stanley Wessel & Co., Chicago 28 & 29. Davidson-Hansen, Inc., New York, 30. Superior Displays, Inc., Boston.*

Unity in diversity

(*Article continued from page 184*) tising campaigns. According to Beryl Manischewitz, chairman of the board, the new designs have proved a "real shot in the arm." The redesigned packages are being merchandised vigorously to the trade via meetings and display promotion pieces. The company regards the designs as the chief tool in the 1950 sales kit.

The designs reproduce effectively in the advertising. They look dramatic in newspapers and in magazines and can be readily described for quick



WEARING APPAREL

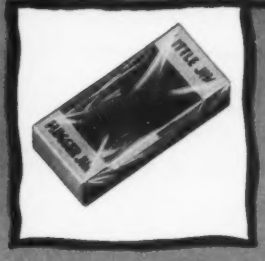
DRUGS & COSMETICS





HARDWARE & HOUSEWARES

SPORTING GOODS



LAMCOTE Package-Zing

...the Irresistible Force that MOVES MERCHANDISE



LAMCOTE

Not a spray, liquid or coating—but a tough, lustrous, transparent film of plastic applied by our exclusive process to the surface of paper, cardboard, fabric or other material.

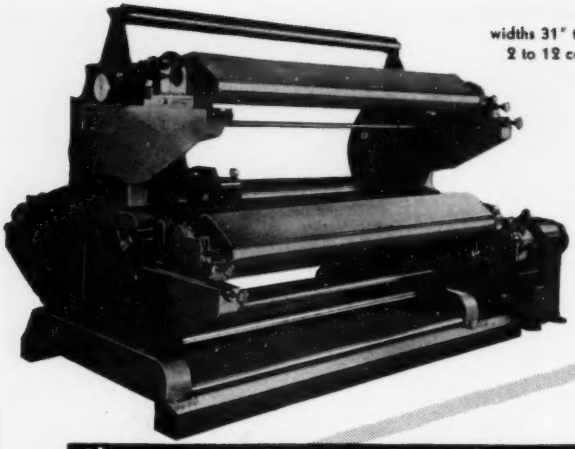
CARTON MANUFACTURERS! You are invited to send us flat sheets of finished jobs. We'll show you how LAMCOTE transforms package-ing into package-ZING!

In the proved Package-Zing formula for extra sales, Arvey package-in-a-package service mixes four vital ingredients: experience, skill, ideas . . . and LAMCOTE, the brilliant buying stimulant. Planned to suit your product, your market and your merchandising by men who know the answers, your package comes vibrantly alive under the magic of LAMCOTE'S glistening transparency.

write, phone or wire for ARVEY'S PACKAGE-IN-A-PACKAGE SERVICE (Idea . . . Design . . . Production)

ARVEY CORPORATION

SALES OFFICES: 100 E. 42nd St., New York 17
3462 N. Kimball Ave., Chicago 18



widths 31" to 122"
2 to 12 colors

the answer to a packager's prayer

WOLVERINE HYDRO-PRINTER

(automatic hydraulic aniline press)

Low cost! • Accurate register!

Prints on—

foil • film • board • paper • plastic • cellophane

Smooth, vibrationless performance . . . *outstanding printing results* . . . matchless versatility . . . *simplified operation* . . . low initial cost . . . *minimum maintenance* . . . rigid, compact construction . . . *instantaneous running register* . . . these are the reasons why the Wolverine Hydro-Printer is a leading choice when packagers select printing presses.

ADDITIONAL FEATURES

hydraulic, instant on and off impression control
free wheeling, constant rotating ink rollers
one single impression drive gear (no backlash)
solid, compact 5-inch frame construction
single push button for complete control

The ownership of a Wolverine Hydro-Printer is a sure ticket to greater profits from packaging. Get all the details at once. Write today!

Wolverine

PAPER CONVERTING MACHINE CORPORATION

19210 Stansbury Street, Detroit 21, Michigan

identification on spot radio programs. Everybody is happy; and present indications are that the full-strength, expanded sales program built around the changes will bring large returns in increased sales.

CREDITS: *Design program, Jim Nash, New York. Labels and header pieces, Trio Press, New York. Labels for spices and citric acid, Bon Ton Press, New York. Cartons, Gardner Board & Carton Co., Middletown, Ohio, and Folding Cartons, Inc., Bogata, N. J. Overwrap for 5-lb. matzos package, National Process Co., Clifton, N. J. Wax overwraps for matzos, Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich. Bottles and jars, Owens-Illinois Glass Co., Toledo, Ohio; Anchor Hocking Glass Corp., Lancaster, Ohio; Hazel-Atlas Glass Co., Wheeling, W. Va.; Ferdinand Gutmann & Co., Brooklyn, N. Y. Caps, Crown Cork & Seal Co., Baltimore, Md.; Anchor Hocking; White Cap Co., Chicago. Cans, American Can Co., New York. Candy boxes, Belmont Paper Box Co., Brooklyn, N. Y.; Lebanon Paper Box Co., Lebanon, Pa.; Folding Cartons, Inc. Cellophane bags, cellophane candy wraps and cellophane overwraps, Package-Craft Co., Inc., New York, and Shellmar Products Corp., Mt. Vernon, Ohio, using Du Pont and Sylvania cellophane. Frozen turkey and capon containers, Hinde & Dauch Paper Co., Sandusky, Ohio.*

Flexible gas pack—

(*Article continued from page 125*)

also be arrested by refrigeration.

An occasional leaking package was found which would have a high oxygen content. This was clearly reflected in the deterioration tests. New yeast packages were tested rigidly for the effects of shipping and handling in hot or very cold weather and at various altitudes. These tests proved the number of leaking packages (a small percentage of defects can always be expected in any automatic operation) did not increase under any of the conditions the products would normally encounter.

The exhaustive research and development work led Pillsbury to change over from air-packed to nitrogen-packed yeast without hesitation. Now Mrs. Housewife gets a fresher, better hot-roll mix and Pillsbury has better relations and increased sales.

CREDITS: *Yeast-package machines adapted from Ivers-Lee Model B-1 and Stokes & Smith models; laminated material by Shellmar Products Corp., Mt. Vernon, Ohio, and Standard Cap & Seal Corp., New York.*

NEW! Textite

SWIFT'S NON-WARP GLUE

for paper boxes*

* *Also excellent for mounting, leather goods and specialty work.*

You are invited to visit our Booth 154,
National Packaging Exposition,
April 24–27,
Navy Pier, Chicago, Illinois

Better coverage ● With dilution of between 25 to 30%, Textite gives you more coverage . . . more than ordinary non-warp glues! Other good operational points are its tack and clean machining.

Lighter color ● For work with light materials, eye-appealing Textite has a beautiful, really light color (made possible by the use of *clear*, high-quality hide glue). You'll also find that it has a very pleasant odor.

Lower cost ● Non-warp Textite is being offered at a *low* price. Its greater coverage and efficient machining qualities make it a truly economical adhesive for your gluing operation. Try it today!

Call **SWIFT** *for the right* **GLUE**

Swift & Company
Adhesives Department (Dept. MP2)
Chicago 9, Illinois

Please send me a trial drum of new Swift's Textite Glue at quantity price, 15½¢ lb. (16¢ on West Coast), FOB nearest Swift Adhesive Plant. I understand if not fully satisfied, I may return it at your expense. *This offer expires June 15, 1950.*

Firm _____

Address _____

City _____ *State* _____

Signed by _____

GET THE FACTS ON
Potter
HIGH SPEED ELECTRONIC
PREDETERMINED COUNTERS

For these applications:

- AUTOMATIC MACHINE CONTROL
- PACKAGING BY PREDETERMINED COUNT
- LINEAL MEASUREMENTS
- FREQUENCY MEASUREMENTS
- TIME INTERVAL CONTROL



The ONLY counter with ALL these features!

- COUNTS AT RATES UP TO 60,000 PER MINUTE
- ABSOLUTE ACCURACY
- INSTANTANEOUS AUTOMATIC RESET
- NO MOVING PARTS, FRICTION OR INERTIA
- SIMPLE DIAL SELECTION OF COUNT

Potter Predetermined Electronic Counters extend the field of automatic counting and control far beyond the scope and capabilities of existing mechanical and electromechanical devices. There are no moving parts, therefore, wear, slippage and inertial effects are eliminated.

Although the standard models count at rates up to 60,000 per minute, counters capable of counting at higher rates are available.

A complete line of photoelectric and electromagnetic detectors, for counting any material or action, can be supplied.

The instruments are easily applied to any problem requiring the precise measurement or control of QUANTITY, LENGTH, TIME, FREQUENCY, REVOLUTION or CAM SEQUENCE. Absolute accuracy of count is guaranteed. Write Dept. 4-A

See us at the PACKAGING SHOW, Booth 258, Navy Pier, Chicago—April 24 to 27 inclusive

POTTER INSTRUMENT CO.
INCORPORATED
136-56 ROOSEVELT AVE., FLUSHING, N.Y.

Polyethylene—

(*Article continued from page 191*)

istic are now commercially being made, both coating-to-coating and coating-to-paper. It is interesting to note that Loxol has been the only polyethylene-coated paper approved under Government Specifications JAN-P-117 Grade A, Type I, Class c, and JAN-B-121 Grade A, Type 1.

Cost and marketing

Because of the wide range of weights and qualities of base stocks, plus a range of coatings from $^1/_2$ to 10 mils in thickness, cost figures must depend upon specifications. Prices are most logically established on an area rather than a weight basis.

In early applications of the new polyethylene coatings, the tendency among users has frequently been to over-package by running heavier coatings than the functional needs demand. It is suggested to users that rather than order certain arbitrary weights of coating, it is better to tell the supplier the product and package requirements and let him engineer the proper combination of base stock and coating on a performance basis.

The H. P. Smith Paper Co. supplies Loxol in roll and sheet form to package suppliers who, in turn, fabricate most of the items mentioned above. Polyethylene-coated packaging materials thus are available from several sources of supply.

Two household articles for resale through the various retail channels are being merchandised by this company: a Loxol freezer wrap and a Loxol-coated shelf paper. But the engineering, manufacturing and sales effort of the company is primarily directed toward the goal of qualifying as a source of supply for other fabricators of finished packages or packaging materials.

Limitations and potentialities

It should be borne in mind that polyethylene-coated materials are not necessarily to be considered as a replacement for existing packaging materials, such as glassine or asphalt-laminated paper, where these materials are entirely adequate and economical for the purpose.

But many untested fields remain where the polyethylene-coated material, due to its chemical and physical constants, should be an exciting new tool of package development. A great

millions
of quality folding boxes and displays for every type of merchandise designed and produced with
real economy
BROOKS & PORTER INC.
304 HUDSON STREET • NEW YORK
Call ALGONQUIN 5-4848



PROTECOTE — the protective coating for Paper, Cellophane and Aluminum Foil — has outstanding properties, which make it of value in the packaging of CHEESE, FROZEN FOODS, CANDY AND BAKERY PRODUCTS. • PROTECOTE has outstanding Water Vapor Resistance, Flexibility at Low Temperatures, Good Heat-Sealing Properties — is Non-Blocking—has no Oder or Taste

General Felt Products

DIVISION OF STANDARD
CAP AND SEAL CORPORATION

65 THIRTY FIFTH STREET • BROOKLYN 32 • N.Y.



Discover how wonderfully small trifling expenses mount up to large sums.

—Ben Franklin's Almanac, 1757

A single per cent saved here and another per cent saved there strengthens thy working capital for the coming year.

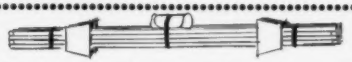
—Acme Steel's Notebook, 1950

Look, Mr. Management, how long has it been since you walked through your shipping room and checked up on your packaging operations?

How long since you sharpened your eye and your pencil on ways to save in shipping and materials handling?

Helping you save money, time, materials, labor is where Acme Steel comes in. Nine out of ten companies start cutting costs when they reach for the telephone and call in one of our sales engineers and get the benefit of what we have learned to do with Acme flat steel strapping, Acme stitching machines and wire, and other Acme Steel products.

We show you here two specific examples of savings by our customers. If you want more evidence, we have hundreds of actual case studies to show you. In fact, more than 45,000 Acme customers are getting the benefits of Acme Methods now. Call the Acme Steel service office nearest you. (There are 45 of these offices in the principal cities of the U.S. and Canada.) Or send the coupon below for more details on your special problems.



OLD WAY: 20c per package
ACME STEEL WAY: 2½c per package
SAVINGS: 87½%

Milwaukee firm securely bundles 20 electric fence posts and insulators with three pieces of Acme Steelstrap.

ACME STEEL



Material costs cut 43%
Labor costs cut 50%
Shipping weight cut 7%

In addition, Acme Box Stitching Methods improved carton strength and durability for Connors Brothers, Ltd., sea food canners in Newfoundland.

Under the American business system of open competition, Acme Steel has enjoyed sound, steady growth. Since 1901, Acme Steel has made 283 consecutive dividend payments to its stockholders.

ACME STEEL CO. CHICAGO

ATTACH THIS COUPON TO YOUR BUSINESS LETTERHEAD

ACME STEEL COMPANY, Dept. MP-40, 2840 Archer Avenue, Chicago 8, Illinois
We manufacture _____. Please send me booklets on Acme Methods checked.

- ☐ Please have sales engineer call.
- ☐ **Packaging, Shipping, Materials Handling**—"Savings in Shipping" tells how to save money and safeguard customer good will with Acme Steelstrap.
- ☐ **Shipping (Carload and L.C.L.)**—"Acme Unit-Load"—The story of reduced damage claims and better handling for shippers.
- ☐ **Bag and Box Assembly**—"Profit by Stitching" demonstrates cost-cutting Acme Silverstitchers and Acme-Champion Stitchers.
- ☐ **Product Assembly**—"Acme-Morris on Metal Stitchers"—for savings in fastening metal-to-metal or metal-to-other materials.
- ☐ **Book Assembly**—"Acme-Morrison Book Stitchers" for savings in the graphic arts field.

NAME _____ POSITION _____
COMPANY _____
STREET _____
CITY _____ ZONE _____ STATE _____

ACME STEEL CO. CHICAGO

deal more can be done with the packaging of highly corrosive chemicals. There are possibilities for the packaging of living things for which the high oxygen and carbon-dioxide permeability of the polyethylene coating are sufficient to maintain a slow respiration—for fresh fruits and vegetables—and even for bags for the shipment of lobsters kept alive in sea water, in which they can be cooked. There are possibilities for all kinds of packaging for air shipment, where low pressures would not cause bursting of the package, due again to the oxygen permeability of the material. There are possibilities for packaging in bakeries, where high block resistance is essential; for frozen foods, where subzero temperatures are encountered and easy strippability is desired; for the packaging of hot resins, alkalies, etc.

In fact, when it is considered that this is the most economical method of presenting a surface of polyethylene, which is insoluble in and virtually unaffected by almost every liquid and incompatible with almost every solid at ordinary temperatures, it appears that the packaging potentialities of polyethylene-coated materials are, in truth, unlimited.

References

1. Southwick, C. A., Jr., "Polyethylene: Uses and Prospects," MODERN PACKAGING, 22, 117–121, 166, 168 (Aug., 1949).
2. Parliman, J. H., "Polyethylene Permeability," MODERN PACKAGING, 21: 198–201, 240, 242 and 22: 119–122 (July, 1948, and March, 1949).
3. Ryan, William, "Sealing of Polyethylene," MODERN PACKAGING, 23: 133–137 (Dec., 1949).
4. Shackleton, J. W., "Polyethylene—a New Plastic," MODERN PACKAGING, 20: 130–134, 166, 168 (Sept., 1946).

Cheese in vacuum

(*Article continued from page 133*)

the sealing head. As soon as the indexing pedal is released, the machine automatically lowers the head, withdraws the air from the bags, seals the flaps and raises the head. The actual vacuumizing and sealing operation requires about 10 seconds, during which period the operator is loading the next group of four package compartments. The packages automatically discharge by gravity at the back of the machine as the chamber reaches the bottom position.

Operation of the vacuum head involves the use of a movable wall actu-


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• WINDOW DISPLAYS
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PLIABLE PLASTIC CONTAINERS

for small items . . .

Manufacturers of a wide variety of products will find these miniature plastic containers ideally suited for many purposes such as the packaging of small items, sampling, etc. They are strong and durable, exceptionally light in weight and low in cost.

These containers can be supplied either transparent or in a variety of colors. Stock sizes range from 3/8" to 1 1/2" in diameter and from 1/16" to 3/4" in height. Other sizes can be made to special order.

We will be glad of an opportunity to work with manufacturers in adapting the use of these containers to their individual requirements. Mail the coupon below for samples, prices and individual information.

The containers or covers can also be supplied separately for use as tube ends and plugs.

Ideally suited as containers for:

Tablets, Pills
Pharmaceutical Products
Biological Specimens
Radio Parts
Precious Stones
Photographic Filters
Oils
Chemicals
Coins
Phonograph Needles
Small Hardware Items
Small Electrical Items

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4733 ELM STREET • BETHESDA 14, MD.
Representatives in Principal Cities

Mail this coupon...

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COMPANY_____
STREET_____
CITY_____ ZONE____ STATE____

We will send samples and detailed information promptly!

ated by a bellows. When the vacuum is drawn, the bellows collapse and push the movable wall against the loaded package. In order to obtain a neat seal, free of wrinkles, the bags must be of proper length for the chambers and care must be exercised in the loading operation. Vacuum may be varied to suit individual package requirements. Sealing temperature of the unit is controlled by an adjustable thermostat.

The finished packages are packed in multiples of 10 in printed corrugated shipping containers. In each shipping container is placed a yellow and red store display card which briefly points out the advantages of the vacuum packages and reminds that they should be kept under refrigeration.

CREDITS: *"Flex-Vac" packages and vacuum-sealing unit, Flex-Vac Division, Standard Cap & Seal Corp., New York. Label inserts for unprinted packages, Towertown Press, Chicago. Shipping containers, Leo Box Co., Inc., Chicago.*

Margarine tax—

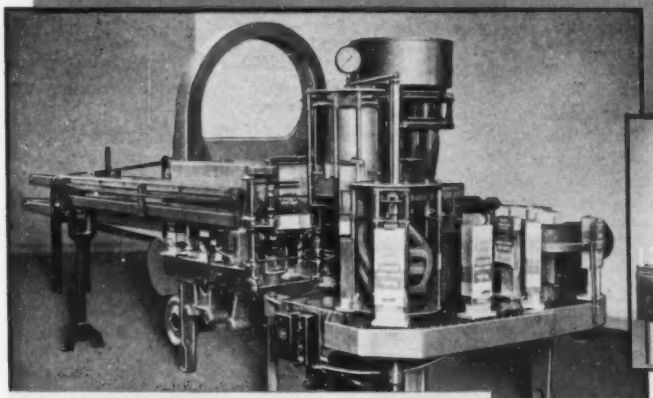
Oleomargarine manufacturing greeted with relief the final version of the bill repealing Federal taxes on oleomargarine which was signed by President Truman on March 16.

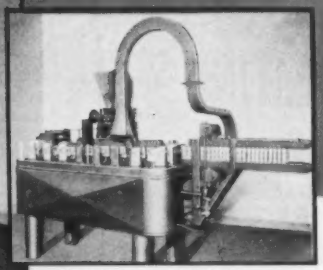
A last-minute amendment requiring that oleomargarine be sold only in triangular packages, which might have cost producers millions of dollars for changes in their packaging machinery, was eliminated in conference. In its place is a provision that precolored oleomargarine be sold only in packaged form of 1 lb. or less; that the outer package be labeled with the word "oleomargarine" or "margarine" in type as large as any other lettering on it and that the inside wrapper or wrappers have the designation in type no smaller than 20-pt.

Effect of the bill signed by the president will be to open up the packaging and marketing of precolored, yellow margarine in all states as fast as state laws effecting the situation are repealed. Already the precolored product is permitted in 32 states, although up to now it has suffered in competition against butter because of the heavy Federal tax penalty of 10 cents a pound. Some state taxes still remain in those states which do not flatly bar the sale of precolored product.

MECHANIZE! MODERNIZE!

with PACKOMATIC





OUNCES TO POUNDS—standard containers or individual serving or sample packages, formed, filled and sealed automatically with PACKOMATIC top and bottom carton sealers and volumetric fillers. Standard model left; miniature model above.

FOR FREE and SEMI-FREE FLOWING PRODUCTS

Avoid Waste and Annoying Dust with **PACKOMATIC** TELESCOPING FILLERS



1. *Telescoping Volumetric Filler*
2. *8-pocket Filler for rectangular cartons.*
3. *4-pocket Filler for 1 to 25 lb. containers.*
4. *8-pocket Filler for round containers.*

Turn to PACKOMATIC'S nearly 30 years of helping America's foremost package merchandisers reduce production costs, keep resale prices in line, and step-up earnings with *modern, automatic* packaging — from carton forming and filling, to shipping case loading, sealing and imprinting.

Share the experience, facilities and know-how to which America's foremost packaged goods manufacturers turn for the many advantages of *modern, automatic* PACKOMATIC fibre shipping case packing, gluing, sealing, dating (coding) and imprinting equipment, capable of speeds up to 3,000 cases per hour.

PACKOMATIC *automatic* packaging equipment includes:

- Shipping Case Packers
- Case Gluers-Sealers
- Case Imprinters
- Carton Fillers-Sealers
- Volumetric Fillers
- Carton Making Machines
- Dating (Coding) Devices
- Paper Can Tube Equipment

Save time . . . floor space . . . labor . . . money! Regardless of the size or scope of your operation, your inquiry incurs no obligation to purchase. Write J. L. Ferguson Company, Route 52 at Republic Avenue or phone Joliet 6275.

PACKOMATIC

T. M. REG. U.S. PAT. OFF.

Come and see us at Booth 354, PACKAGING EXPOSITION, Navy Pier, Chicago, April 24—27.
HDQRS: Palmer House and Hotel Bismarck.

FOR PACKAGING SOFT POWDERED PRODUCTS

PACKOMATIC turret-type, auger packer-weigher, for flour and other soft powdered products. Handles containers from 6" to 22" high; weights from 1 lb. to 25 lbs.



CUSTOM LAMINATING AND COATING

Films, Foils, Fabrics, and Papers for all purposes *Plus* these Standard Products

FUNCTIONAL:

- Heat Sealing Foils
- Heat Sealing Tapes
- Barrier Materials, Greaseproof
- Barrier Materials, Moisture vapor proof
- Jar Cap Liner
- Electrical Insulation
- Laminated Foil and Board
- Locker Paper

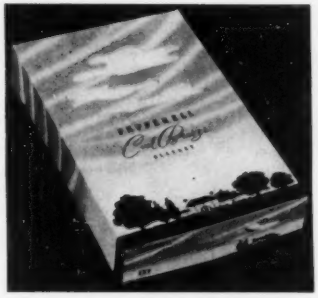
DECORATIVE:

- Foil Paper, colored and embossed
- Acetate to paper in colors
- Leatherette

THE
FLOYD A. HOLES CO.
1080 Northfield Road
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Folding-box awards

Climaxing the annual meeting of the Folding Paper Box Assn. of America, a two-piece, telescoping window-style blanket box was chosen as the grand award winner of the organization's 1950 Carton Competition. Selected by vote of association members attending the conference, the top award winner was produced for Pepperell Mfg. Co. by Robertson Paper Box Co., Montville, Conn. Winning and "honorable mention" cartons in more than a dozen product classifications were also announced at the meeting, held at the Drake Hotel, Chicago, March 21 to 23.



GRAND PRIZE went to Pepperell for box with cloud-shaped windows.

Maynard G. Fessenden, Ace Carton Corp., Chicago, was re-elected president of the folding box group. Named to serve on the 1950–51 executive committee, in addition to Mr. Fessenden, were William W. Fitzhugh, William W. Fitzhugh, Inc., New York; R. S. Harris, Fort Orange Paper Co., Castleton-on-Hudson, N. Y.; Ira C. Keller, Container Corp. of America, Chicago; William Race, Sutherland Paper Co., Kalamazoo, Mich.; Bayle M. Richardson, Richardson Taylor-Globe Corp., Cincinnati, Ohio; Arthur Rous, Federal Carton Corp., New York.

A board of directors' meeting, stock-box manufacturers' meeting and labor-relations clinic and dinner featured the first day's activities. General sessions were held on March 22 and 23.

Supplementing the several thousand boxes submitted in the annual box competition on display throughout the meeting, was a selected group of foreign cartons. Separate exhibits by the association's research committee included plastic printing plates,



Old Fashioned Marking Methods are COSTLY

MARKING of package or product by old fashioned, obsolete methods is slow and costly — produces unsightly marking — slows up production. Marking by MARKEM Machines is uniform, highly legible, attractive — helps sell your product.

Markem marking is done in your own plant, when you want it, as you want it. Type changes are made quickly, easily.

For improving your present marking or when you plan a new packaging program call on us for time-saving, cost-saving recommendations.

There are Markem Marking Machines and Inks especially adapted for the clothing, hosiery, sportswear, cosmetics, drugs, food, electrical, machine tool and automotive fields for marking on paper, fabric, glass, leather, plastics, metals, and industrial and pressure sensitive tapes. Also for marking production tickets, bundle tags and piece work payroll slips.

Send us samples of present marking or ask to have our representative call.

Visit our Exhibit (Booth 331) at the A. M. A. Packaging Show, Chicago, April 24 - 27.

Put your Marking problem up to MARKEM



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MACHINE COMPANY
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PALMER DISPLAYS

do double duty for YALE & TOWNE. First, this lithographed product display helps increase sales to dealers... it is shipped, along with merchandise, as part of a single, hard-hitting merchandising package. Second, this display stimulates retail sales because it does its own job of salesmanship ... demonstrates the actual products displayed ... points out the advantages of four different types of locks ... makes it easy for customers to select Yale locks best suited to their particular needs.



What PALMER does for YALE & TOWNE we can do for you

Palmer Displays will give your products preferred position at the Point-of-Purchase ... by putting them in a cleverly constructed cardboard display where they will be seen, inspected, explained and purchased. Special construction dummies to hold your products will be designed by Palmer without obligation, if you are really in the market for displays that are reasonable in cost, high in sales value. Write us fully.

STOP & SHOP AT POPAI BOOTH # 9

You're invited to visit the Palmer Booth at the Waldorf Astoria on April 11th and 12th. See our array of new and novel displays and tell us about your 1950 or 1951 selling problems. Then watch how fast and effectively Palmer comes up with the right display answer.

PALMER ASSOCIATES
Lithographic Advertising
51 EAST 42ND STREET
NEW YORK 17, N. Y.

PLAN TO ATTEND

POINT OF PURCHASE ADVERTISING SYMPOSIUM
Two-day exhibit **APRIL 11th & 12th** - Waldorf Astoria, New York City
ADVERTISERS AND AGENCIES: WRITE US FOR INFORMATION AND TICKETS

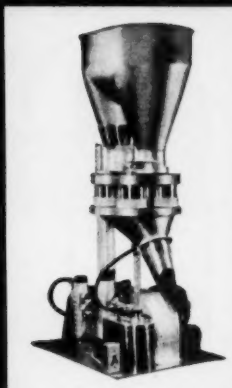
GOT FILLING PROBLEMS?

let *Spee-dee* solve them with—

Increased Production • Accurate Weights • Simple Operation • Versatility • Smooth Hopper Agitation • Enclosed Gear Box • Roller Bearings to Eliminate Wear • Easy Cleaning for Sanitation • Spouts to Fit Your Containers • Spouts for Easy Bag Opening • Low Maintenance Cost and Trouble-Free Operation.

PRODUCTS PACKAGED ON *Spee-dee*

Bath Salts • Beads • Beans • Peas • Seeds Hard Candies • Spices • Sequins • Croutons Popcorn • Dessert Powders • Carmelcorn Math Crystals • Peanuts • Nutmeats • Soup Mixes • Cake Toppings • Coffee • Soap Powders • Tapioca • Cheese Wafers • Oyster Crackers • Rice • Soft Drink Mix Powders Hot Chocolate Powders • Crystals • Powdered Materials and many others items.



Spee-dee Model TH Filler

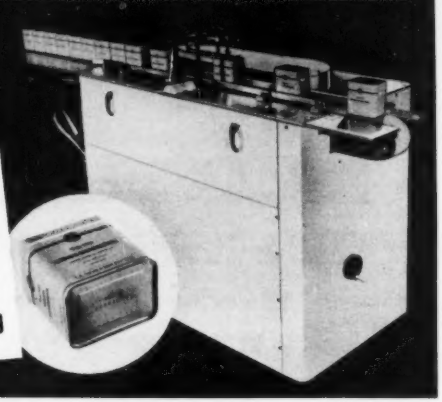
Our installation engineers will help you solve your problems

Spee-dee FILLING MACHINES

Paul L. Karstrom Co.

1820 W. 74th St., Dept. M, Chicago 36, Ill.

Something new has been added to E. R. SQUIBB & SONS' production line . . .



The GOTTSCHO MARKOCODER for synchronized package imprinting

Squibb's MARKOCODER installation for imprinting permanent "print-quality" control numbers on the bottom of metal cans represents only one of many different cost-saving applications of this automatic "in-line" printing machine. Other MARKOCODER models imprint packages of GLASS, GLASSINE, CELLOPHANE, WAXED PAPER, PAPERBOARD, etc. on bottom, top or end—even recessed surfaces—and synchronize with production line speeds of 35–150 units per minute.

See the MARKOCODER in action at Booths 123–125

Natl. Packaging Exposition Chicago—April 24–27

WRITE FOR DATA SHEET 10.0

ADOLPH GOTTSCHO, INC.

MACHINES TO MARK WHATEVER YOU MAKE

183 Duane Street New York, N.Y.

photographic equipment for eliminating errors with the oil strike sheet, plastic sheet materials used for more rapid make-ready and examples of impregnated cartons to improve "shelf aroma" of certain products.

The award-winning Pepperell Cool Breeze blanket box, designed to hold a folded 72- by 90-in. blanket, consisted of glued-flap, collapsing body and cover. The box was printed in black, blue, green and pink, with die-cut cloud-shaped windows in the top and front panel of the cover, permitting the blanket itself to show through as an integral part of the surface design.

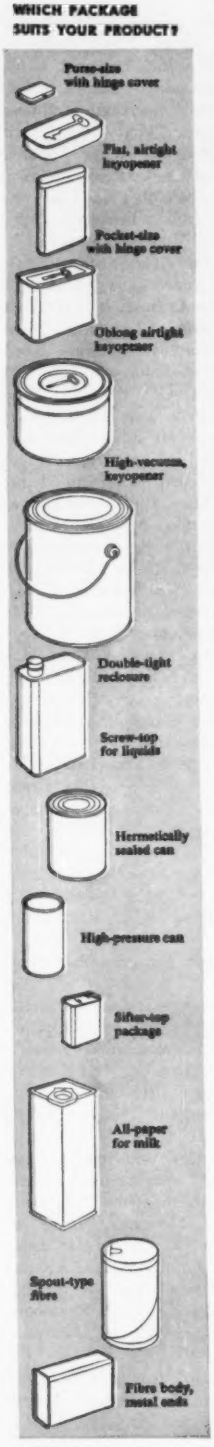
Continuing the steady growth recorded since the introduction of the competition a few years ago, entries for the 1950 competition included several thousand boxes, representing more than 500 individual entries. The number of entries this year exceeded last year's record total by 77%, competition officials said. Because of the huge quantity this year, for the first time, entries were displayed in a separate room. In previous years, the cartons have been exhibited in the same room in which the general sessions were held.

Judges for the 1950 competition included Morton Goldsholl, president, Society of Typographic Arts; O. T. Sands, packaging department, Sears Roebuck & Co.; F. W. Boulton, art director, J. Walter Thompson Co., and Neil McCash, packaging division, Kroger Co. Cartons were separated into classes based on the end use of the product packaged and were judged on the basis of product protection, brand identification, convenience, sanitation, economy and sales value. Particular emphasis was given to merchandising appeal, while construction and type of product were also considered.

Winning entries in the 15 classifications, as announced March 22, were as follows:

MEDICINAL PRODUCTS. *First award,* counter display boxes for Inhiston, made by Wilkata Folding Box Co., Kearney, N. J., for Union Pharmaceutical Co. *Honorable mentions:* American Coating Mills, Grand Rapids, Mich.; Bradley & Gilbert Co., Louisville, Ky.; The Flintkote Co., Los Angeles, Calif.; Richardson Taylor-Globe Corp., Cincinnati, Ohio; Charles J. Schmitt Co., Inc., San Francisco, Calif.

COSMETICS AND PERSONAL ACCES-





Narrow-slotted key fits easily over tongue and controls removal of strip. Key's electric-welded to protect against loss. *Cover* fits snugly over collar for positive reclosure.

To meet requirements of product packed, can may be enameled with suitable lining. If for vacuum use, can construction withstands maximum vacuum. Lithography in as many colors as desired in any design.

If reclosure is important to your product—

Take a good look at the container pictured above. Maybe it offers you a new approach to greater sales. Some of its advantages are:

1. **It opens easily and recloses securely.**
2. **It protects your product from air.**
3. **Its shape permits a big eye-catching label.**
4. **Its wide mouth opening allows easy access with large measuring devices.**

IS IT YOUR ANSWER?

This container was invented by Canco for use in vacuum-packing coffee. Its use, however, was extended for vacuum-packing (or gas packing) dry milk, tobacco, peanuts, and other nuts, hard candy, nut brittle and shortening.

It is also used *without vacuum treatment* for chocolates, cookies, fruitcakes, miscellaneous confections and even surgical bandages.

Your packaging problem may be similar. If it is, why don't we talk over the special details together?

Since 1901, Canco has been creating new and more effective packages. There is hardly a major development in the packaging field that this keen organization has not pioneered.

We can advise you on how to build sales, cut costs, improve processes, and on filling and closing procedures. We stand ready to serve you promptly in production-line emergencies. *Call Canco First!*

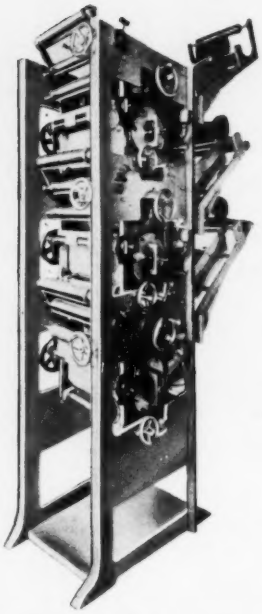
AMERICAN CAN CO.
CANCO
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Visit us, Booths 241 and 245, at the 19th AMA National Packaging Exposition, Chicago, Navy Pier, April 24-27.

Inexpensive...

MINIATURE ROTOGRAVURE PRINTING PRESS

...10" web width



. . . Use it in tandem with your bag making or packaging machines . . . or use it with an unwind or rewind stand to preprint your packaging webs.

This is KILB'S Three Color MINIATURE ROTAGRAVURE PRESS. It consists of three Single Color Units, one of which is shown below, mounted one above the other. You purchase only what you need, as all units and accessories are individually priced. Write for literature and prices.

Floorspace needed . . . just 5½′ × 2′, that's all.



This basic Single Color Press, Dryer and Ink Circulating Pump costs only $1500.

FRANCIS C. KILB CO.

Manufacturer of Miniature Rotogravure Press units and accessories that can be combined to make complete Multi Color Rotogravure Presses.

243 Fulton Ave. Garden City 7-7191 Hempstead, L.I.N.Y.

SORIES. *First award,* foil-laminated cartons for Playtex Mitts, made by Robert Gair Co. Inc., Piermont, N. Y., for the International Latex Corp. *Honorable mentions:* Lord Baltimore Press, Baltimore, Md.; Robert Gair Co. Inc., Piermont, N. Y.; Gardner Board & Carton Co., Middletown, Ohio; National Folding Box Co., Inc., New Haven, Conn.; Robertson Paper Box Co., Inc., Montville, Conn.

SOAP. *First award,* multiple-unit sleeve for three cans of Swift's Cleanser, manufactured by Container Corp. of America, Chicago, for Swift & Co. *Honorable mentions:* Lord Baltimore Press, Baltimore, Md., and Ohio Boxboard Co., Rittman, Ohio.

FRESH FRUITS AND VEGETABLES. No first award. *Honorable mentions:* Container Corp. of America, Chicago, for apple display manufactured for Washington State Apple Commission; Bruce Carton Co., Memphis, Tenn., for potato carton manufactured for Printed Products, Inc.; Fleishhacker Paper Box Co., San Francisco, Calif., for grape carton manufactured for Ivanhoe Fruit Assn.; Standard Paper Box Corp., Los Angeles, Calif., for apple carton manufactured for B. C. Tree Fruit, Ltd.

FOOD. *First award,* basket-weave-design folding cartons for Jane Parker fruit cake, made by Robert Gair Co., Inc., Piermont, N. Y., for The Great A & P Tea Co. *Honorable mentions:* Container Corp. of America, Chicago; Robert Gair Co., Inc.; National Folding Box Co., Inc., New Haven, Conn.; Pollock Paper Corp., Dallas, Tex.; Sutherland Paper Co., Kalamazoo, Mich.

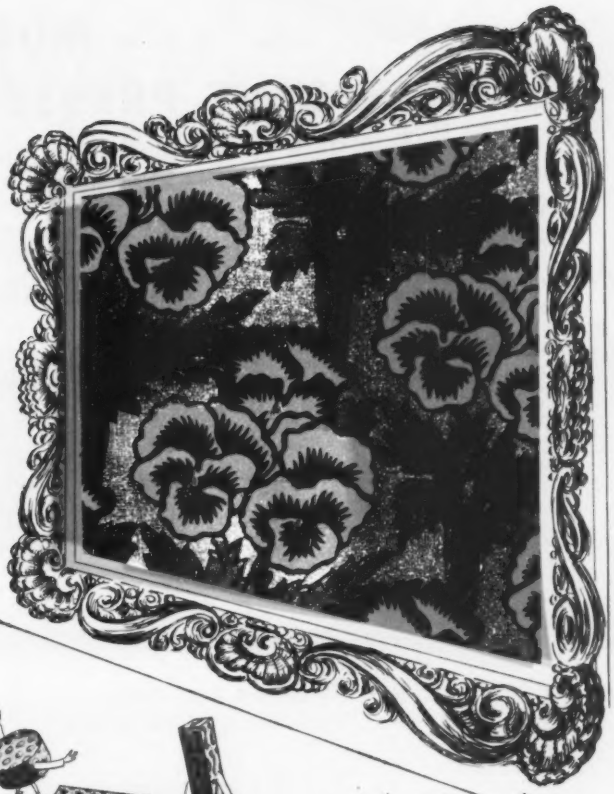
TOBACCO AND RELATED PRODUCTS. No awards.

HARDWARE, APPLIANCES, AUTOMOTIVE SUPPLIES. *First award,* paintbrush cartons manufactured by Gardner Board & Carton Co., Middletown, Ohio, for Sears Roebuck & Co. *Honorable mention,* Container Corp. of America, Chicago.

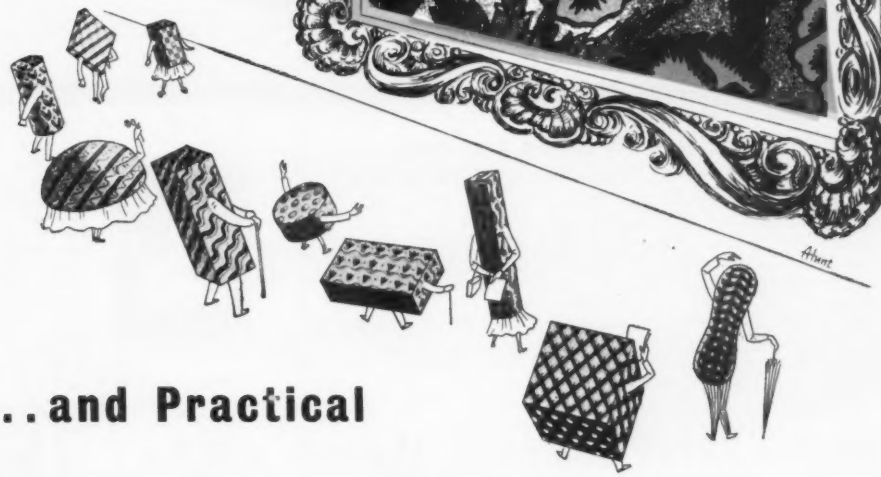
TEXTILES AND APPAREL. *First award,* die-cut carton for Cool Breeze blanket, manufactured by Robertson Paper Box Co., Montville, Conn., for Pepperell Mfg. Co. *Honorable mentions:* Acme Folding Box Co., St. Louis, Mo.; Atlanta Paper Co., Atlanta, Ga.; Robert Gair Co., Inc., Piermont, N. Y.; Container Corp. of America, Chicago.

RETAIL STORE BOXES. No first award. *Honorable mentions:* Andre Paper Box Co., San Francisco, Calif.,

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...and Practical

FISHER'S Aluminium Foils meet *every* packaging requirement. Unbacked – or backed in tissue, paper, board, or wax – printed or embossed, for the gayest popular sales campaign or the most dignified class appeal, they sell goods consistently *the year round.* You can choose from thousands of sparkling designs for immediate delivery, or special printings are carried out at very short notice. Send for samples and price information today. Remember — Fisher's are one of the world's largest foil producers and converters — you'll get no speedier, keener service anywhere.

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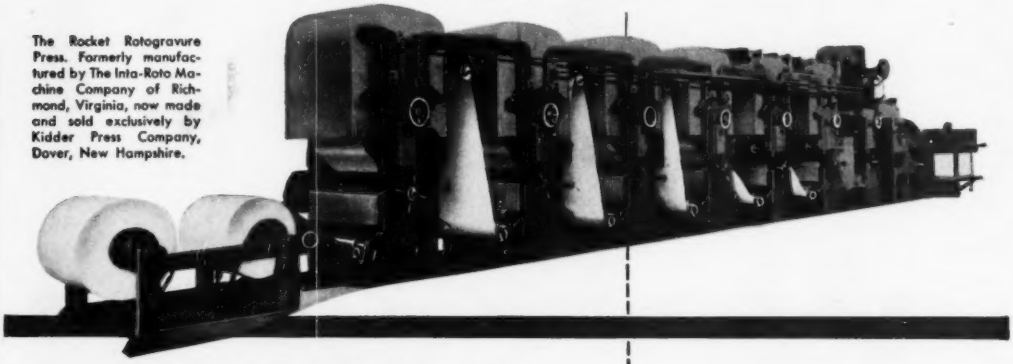
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Now... MULTI-COLOR GRAVURE UNIT PRESSES BY KIDDER!

Purchase of Inta-Roto Machine Company's Rocket Gravure Press Marks Entry of Kidder into Rotogravure Field.

Kidder's recent acquisition of the well-known and highly regarded Richmond Rocket Gravure Press, formerly made by the Inta-Roto Machine Company of Richmond, Virginia, enables us to offer a more complete press service to the printing industry than ever before. The press will be manufactured entirely in our newly expanded plant at Dover, New Hampshire, home of Kidder's famous "Three Point" Presses.



The Rocket Rotogravure Press. Formerly manufactured by The Inta-Roto Machine Company of Richmond, Virginia, now made and sold exclusively by Kidder Press Company, Dover, New Hampshire.

ONLY KIDDER CAN OFFER YOU THIS BROAD RANGE OF PRINTING EQUIPMENT

Kidder's "Three Point" Presses . . . up to 5 colors in Metal Plate Oil Ink Presses, roll to roll or sheet delivery . . . up to 6 colors in Aniline Presses . . . up to 4 colors in the narrow Celloprinter . . . and now: Multi-Color Gravure Unit Presses in printing widths from 20" to 54", allow us to provide the most complete press service in our history.

In Gravure, as in our other "Three Point" Presses, Kidder is prepared to furnish presses of the finest quality backed up by thoroughly experienced Gravure engineers who are available for consulting and field engineering service.

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KIDDER PRESS COMPANY, INC.

PRINTING MACHINERY

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KIDDER THREE POINT PRESS

KIDDER
Manufacturer of "3 Point" Presses — so-called because they fulfill the three major requirements for perfect printing.

CONTROL OVER THE PAPER

PROPER DISTRIBUTION OF INK

ACCURACY OF THE IMPRESSION





MULTI-COLOR LETTER PRESSES

for waxed paper, box wrappers, etc., rewound or sheet delivered — up to 72 inches in width.



"ANILINER" and "CELLOPRINTER" MULTI-COLOR PRESSES

with gravure units — for decorative papers, cellophane, glassine, etc., — up to 65 inches in width.



SLITTERS AND REWINDERS

for paper mills, finishing rooms, and converting plants — up to 115 inches in width.

for gift box manufactured for Macy's; Shuttleworth Carton Co., New York, for gift candy cartons manufactured for Rosemarie de Paris.

BEVERAGES. *First award*, tamper-proof gift carton for Glenmore whiskey, manufactured by Richardson Taylor-Globe Corp., Cincinnati, for Glenmore Distilleries Co. *Honorable mention:* Lord Baltimore Press, Baltimore, Md.

BEVERAGE CARRIERS. *First award*, handle-type sleeve carrier for six cans of Fox de Luxe beer, made by Container Corp. of America, Chicago, for the Peter Fox Brewing Co. *Honorable mention:* American Coating Mills, Grand Rapids, Mich.

TOYS AND SPORTING GOODS. *First award*, display carton for Humpty Dumpty toy, designed to serve as part of toy, manufactured by Bradley & Gilbert Co., Louisville, Ky., for Playmaker Toys, Inc. *Honorable mentions:* Ace Carton Corp., Chicago; Bradley & Gilbert Co.; Robert Gair Co., Inc., Piermont, N. Y.

CONFECTIONS. *First award*, gift carton for candy, made for Rosemarie de Paris by American Coating Mills, Grand Rapids, Mich. *Honorable mentions:* Container Corp of America, Chicago; Robert Gair Co., Inc., Piermont, N. Y.; Great Lakes Box Co., Cleveland, Ohio.

FLORIST BOXES. *First award*, window carton for Fresh-Sealed flowers, adaptable for machine filling, manufactured by Gardner Board & Carton Co., Middletown, Ohio, for the Berthhold-Grigsby Co. *Honorable mentions:* Andre Paper Box Co. and Fleishhacker Paper Box Co., San Francisco, Calif.

MISCELLANEOUS. *First award*, Roylie Place Mats package, manufactured by Continental Folding Paper Box Co., Ridgefield, N. J., for Royal Lace Paper Works, Inc. *Honorable mention:* Decal Border carton manufactured by Container Corp. of America for the Meyercord Co.

CORRECTION

Armstrong Cork Co. is the exclusive supplier of the Old Mr. Boston California Port Wine bottle molded in Grecian-urn style illustrated on p. 77 of our March issue. The credit line was inadvertently and erroneously given to Owens-Illinois and we deeply regret the error. We are also advised that Armstrong Cork is one of the suppliers of the Frank's Red Hot Sauce bottle illustrated in the same article on p. 76.



PACKAGE WITH ACMEFLEX®

new and decidedly superior materials!

1. Makes gas, liquid, and grease-tight packages on high-speed equipment.
2. May be hermetically heat-sealed.
3. Protects against light, loss of flavor, contamination.
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MEADOW & BOGART STS. BROOKLYN 6, N. Y.



Visible Quality in the Package

Can Reflect the

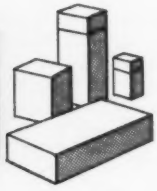
Invisible Quality of the Product

Leading Manufacturers of

Cosmetics Recognizing that Fact

Give Preference to

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CLAY COATED
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BOXBOARDS



FOR FINE FOLDING CARTONS

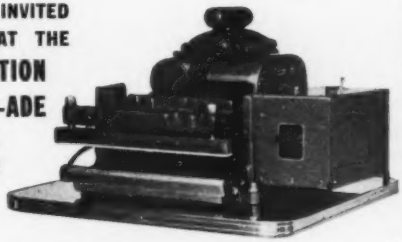
SUPERIOR PRINTING SURFACE — ASSURED UNIFORMITY
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HIGHER VARNISH GLOSS — BRIGHTER – SMOOTHER
CUSTOM MADE FOR EVERY ORDER — CONTROLLED COLOR MATCHING
LUSTROUS BRUSH FINISHES AND EMBOSSINGS

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YOU ARE CORDIALLY INVITED
TO VISIT BOOTH 339 AT THE
PACKAGING EXPOSITION
TO SEE THIS **WRAP-ADE**
MODEL B-12 THERMAL
IMPULSE TYPE SEALER
AND THE COMPLETE
WRAP-ADE LINE



This unique heat sealing machine effects a positive, liquid-tight seal on Polyethylene, Vinyls, Saran and other heat sealing plastics.

The Wrap-Ade Model B-12 is simple in operation and requires no sensitive, difficult-to-adjust thermostat controls. There is only one dial which sets the machine for any gauge material.

When set up over a conveyor system, this machine gives sealing speeds on polyethylene bags which have heretofore been impossible with a single operator.

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For Perfect Protection from Transportation Hazards

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SEE US AT NATIONAL PACKAGING EXPOSITION
BOOTHS 337 & 339

Packaging Show

(*This listing continued from page 123*) products made and packaged on other Arenco machines. *Personnel:* R. Johnson, H. F. Morse, T. Gronberg. *Hotel:* Sheraton.

ARKELL & SMITHS, *Booth 250.* Sta-Stak bags designed for stacking ability; Plasto-Pak; Super Gloss, Ark-Tone and Hi-Tone printing for consumer packages; Pressur Pak Bale for space saving and improved handling. *Personnel:* S. S. Yates, R. P. Smith, S. Y. Carnes, H. C. Peterson, Jr., R. E. Jury, L. H. Finke, R. J. James, A. M. Ladd, R. P. Kessler. *Hotel:* Palmer House.

ARVEY CORP., *Booth 345.* Lamcote plastic film lamination on cartons, set-up boxes, folders, etc.; also combinations of foils, films, cloth, vinyls and saran in rolls, laminated to specifications. *Personnel:* P. Godell, J. Eggum, W. Newtown, S. W. Strauss, D. T. Lind, G. Milano, C. C. Casperson, W. R. Dreiling.

ASSOCIATED COOPERAGE INDUSTRIES OF AMERICA, INC., *Booth 424.* Display of tight and slack barrels and kegs. *Personnel:* F. Krob, W. Minehart, W. Snodell, C. G. Burkhartsmeier, J. M. Taaffe, W. O. Johnson, H. Katz, G. T. Dyer, L. Fraizer, B. E. Jacobs, F. P. Hankerson.

ATLAS PLYWOOD CORP., *Booth 448.* Plywood containers, panels and pallets; new Ply-Fold container consisting of a prefabricated body and designed for assembling by flicking it open, for use in packing washing machines, stoves, etc. *Personnel:* A. F. Jordan, F. B. Steglich, C. A. Piper, R. A. Rutter, D. C. Jordan, R. P. MacPhie. *Hotel:* Stevens.

AUTOMATIC WEB GUIDE CO., *Booth 225–226.* Various types of web edge alignment equipment and new vacuum switch for reversing motors. *Personnel:* I. L. Fife. *Hotel:* Stevens.

AVERY ADHESIVE LABEL CORP., *Booth 248.* Labels and electric label dispenser. *Personnel:* H. R. Smith, J. S. Torrey, C. J. Lee. *Hotel:* Stevens.

BAGPRINT MACHINERY CORP., *Booth 327.* Model B-10C with electric-eye mechanism, new aniline printer, proof printing press, laboratory beater, size tester. *Personnel:* J. Asmussen, A. M. Bojanower, P. Boronow, W. K. Kolb, C. A. Laury, R. A. Peterson, W. S. Ryan. *Hotel:* Palmer House.

BAIRD, C. D., & CO., *Booth 445.* Samples of merchandising displays and showcases developed for national advertisers. *Personnel:* C. D. Baird, H. S. Berry, W. L. Bjornstad, S. A. Anthony, Jr.

BARKLEY & DEXTER, *Booth 233-B.* Colored motion pictures showing Tailor

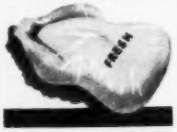
Heat Seals Irregular Objects, too —Easily, Surely



WELLS THERMOSEALER

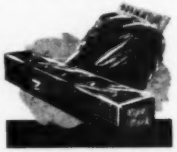
Designed for long, continuous, tough use . . .

For Cellophane, Lumarith and similar materials, use the Wells Thermosealer, AS 18. For Pliofilm, Polyethylene, Vinylite Cast Film, etc., the thin WELLSOLE is attached to the base of the Wells Thermosealer, Style TF



The Wells Thermosealer solves the tricky problem of heat sealing. Now prepackaging of irregular objects, all meats, vegetables, cakes, cheese, etc., is EASY, FAST, LOW IN COST. For Wells developed an ADJUSTABLE Thermostat that holds the temperature of the aluminum base within the close tolerance required for the given heat-sealing material. You get perfect package seals.

In devices where the temperature is not closely controlled, sealing is haphazard.



Try It For Any Heat-Sealing Material

For 11 years the sturdily-built Wells Thermosealer has been used the nation over. It is reliable, low in cost. Plugs into any A.C. convenience outlet of 110 volts. It is properly insulated and built for safe, FAST use. Has long-lasting, full-size Heating Element. Protected adjustable Temperature Control of high accuracy. Designed to withstand long, tough, continuous use.



The Wells Thermosealer, built of Aluminum and weighing but 10 ounces, does not fatigue the operator—speeds sealing, lowers cost.

Buy Now From Your Dealer in Heat-Sealing Materials

WELLS MANUFACTURING CO.

220 Ninth Street
San Francisco 3, Calif.

Made automatic machines performing operations for which standard machinery is not available. *Personnel:* F. W. Barkley, R. G. Dexter, J. R. Stoddard. *Hotel:* Palmer House.

BARRETT-CRAVENS CO., *Booth 155–156.* Display of materials-handling units in actual operation; lift trucks in both platform and pallet models, hand and electrically operated; skids and boxes; portable elevators of both hand and electrically operated types. *Personnel:* H. M. Donnelly, O. M. Lund, W. R. McMeekin, C. E. Martin, A. W. Kreitling, D. W. Cobb, J. F. Fremgren, G. E. Caley, R. B. Stewart. *Hotel:* Bismarck.

BARTELT ENGINEERING CO., *Booth 447.* Operation of automatic packaging machine showing making, filling and sealing of bag. *Personnel:* H. Bartelt, D. Bartelt, W. T. Boston. *Hotel:* Knickerbocker.

BEMIS BRO. BAG CO., *Booth 257.* Exhibit of burlap, cotton, paper, textile, cellophane and polyethylene bags and specialties; operation of a Deltaseal closing machine and a feeding and filling machine. *Personnel:* A. B. Merriam, M. C. Barnes, A. S. Roper, A. D. Hoeppner, D. Peterson, H. M. Shaw, C. L. Ferguson, A. H. Grace, J. J. Scanlon, H. W. Clements, H. J. Gaertner, C. J. Noland, R. R. Radford, Jr., R. B. Windhorst. *Hotel:* Drake.

BENSING BROS. & DEENEY, *Booth 431.* Display of various styles of packaging, demonstrating the use of color. *Personnel:* P. Albergo, B. Bensing, H. G. Bensing, N. Cooper, J. J. Deeney, S. W. Haug, M. B. Lousin, A. Mueller. *Hotel:* Palmer House.

BETNER, BENJ. C., CO., *Booth 131.* New No-Sift heat-sealed, double turnover and pasted-bottom bag for products requiring a siftproof, moistureproof, greaseproof package; also bags made from various materials for packaging chemicals, textiles, food products, etc. *Personnel:* B. C. Betner, Jr., H. W. Stevens, F. S. Hinkle, J. T. O'Rourke, C. L. McClure. *Hotel:* Palmer House.

BETTER PACKAGES, INC., *Booth 128.* Demonstrations of automatic pressure-sensitive-tape dispenser and other tape-dispensing machines. *Personnel:* O. K. Hill, M. W. Waggoner, E. G. Artz, R. Blanchard, N. Campanaro, I. De Blayker, R. L. Drysdale, Luke Laughner, G. F. Lebherz, G. W. Meyer, A. Rennie, F. Smith. *Hotel:* Sheraton.

BINER SIEGRIST MACHINERY MFG. CO., *Booth 346.* Filling and labeling machines for food packers and wineries. *Personnel:* T. E. Ellison, G. M. Biner.

BRAUN, W., CO., *Booth 446.* Latest stock designs of Elmer E. Mills Corp. polyethylene "squeeze" bottles featured

PICTURE YOUR PRODUCT IN THIS *Unusual* PACKAGE



Women everywhere will be delighted to get your product in this colorful, handy, plastic drawstring bag. It's new. It's different. And it offers unlimited re-use value.

Durably fashioned from vinyl or polyethylene, these neat bags are perfect for packaging toilet soaps, bath salts, cosmetics, etc. Available in a variety of colors with contrasting drawstring. Size illustrated is 9" x 10". Can be furnished to your requirements.

WRITE FOR SAMPLE AND PRICES

The SILLCOCKS-MILLER Company
Pioneers in Plastic Fabrication Since 1910
19 West Parker Avenue, Maplewood, New Jersey

A Simple, Inexpensive, Automatic Cartoner



CECO *Model* 45

REG. U. S. PAT. OFF.

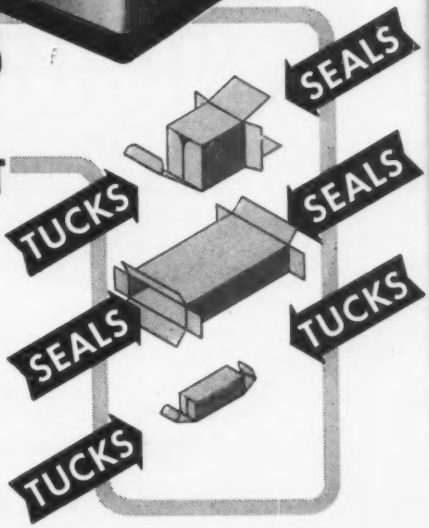
Feeds, fills, tucks, and seals all size cartons at LOW COST

With a very low investment you can now enjoy the labor-saving advantages of fully automatic cartoning. CECO Model 45 feeds and opens cartons, inserts one or more solid, non-sifting products, tucks or seals ends, and conveys the finished carton to the packing case, all automatically from start to finish.

CECO Model 45 is easily adjustable for a wide variety of carton sizes without special tools by an inexperienced operator. Long or short runs can be handled economically. The machine is mounted on casters, and can be rolled around to various departments to eliminate packaging bottlenecks. Extreme simplicity of construction keeps maintenance costs down.

No automatic machine at any price offers such versatility, low-cost operation, and economy of upkeep as CECO Model 45. Its cost is so low that CECO Model 45 should pay for itself out of savings in labor alone within one year. Let us prove it.

Visit Booths 418-420-422 at the Packaging Show



CECO Models

Model	Carton Feeding and Opening	Product Insertion	Sealing or Tucking
45	Automatic	Automatic	Automatic
40	Automatic	Manual	Automatic
3901	Manual	Manual	Automatic

All CECO models can be arranged to glue-seal both ends, seal one end and tuck in the other, or tuck in both ends. Range of adjustability can be varied as required.

SEND FOR CECO BULLETIN

CONTAINER EQUIPMENT CORPORATION

MEMBER, PACKAGING MACHINERY MANUFACTURERS INSTITUTE

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EYE CATCHING CONSTRUCTION
AND DIE CUTTING

Write us
for help on your display problems

at combined display booth of Mills Corp. and Braun Co., exclusive sales agent for the Mills plastic bottles; also polyethylene closures for use with spray nozzle inserts. *Personnel:* J. Braun, M. Braun, S. Wohl, E. Erenberg, F. Antos, E. E. Mills, H. S. Ruekberg, L. T. Kinder, J. C. Louer, D. R. Katerndahl, T. W. Berg, J. Szajna.

BROWN BAG FILLING MACHINE CO., INC., *Booth 237–238.* Automatic screw and nail filling machine, semi-automatic net weigher and heat sealer. *Personnel:* J. J. Doyle, K. B. Swett, C. White, J. Lidberg, R. N. Wellington. *Hotel:* Palmer House.

BUNN, B. H., CO., *Booth 162:* Package-tying machine that will multiple wrap or cross tie any sized package with non-slip knot. *Personnel:* J. Oakley, R. Darby, B. H. Bunn, R. Bunn.

BURT, F. N., CO., INC., *Booth 325.* Paper boxes, folding cartons and acetate packages for cosmetic and drug trades. *Personnel:* W. C. Milsom, O. W. Honsberger, L. S. Hagner, A. W. Buchanan. *Hotel:* Palmer House.

CAMERON MACHINE CO., *Booth 254.* Cellophane slitter and rewinder with electronically operated side-register control to compensate for changes in density or thickness of material. *Personnel:* L. M. Warrick, E. Ward, R. McGuade. *Hotel:* Drake.

CELANESE CORP. OF AMERICA, *Booth 204.* Examples of plastic packages for unit sales and combination sales made from Lumarith (acetate) molding materials as well as transparent film sheeting. *Personnel:* W. S. Landes, L. Eckler, E. W. Ward, W. M. Porter, D. S. Hopping, J. J. Keville, J. T. Growley, M. G. O'Connor, S. W. Murray, E. W. Smith, W. K. Woodruff, K. W. Kithil, R. B. Carter, H. B. Leinbach, P. J. Dunn, H. O. Hill, T. F. Tibbett, G. Roxborough, C. M. Reynolds, H. Raymond.

CELON CO., *Booth 356.* Customer packages sealed with Celon closures. *Personnel:* L. J. Trecek, H. V. Owens, E. A. Vaughan, G. Wehrenberg, T. Helfer, H. Jelly.

CHAFFEE, RALPH, & CO., *Booth 332.* Heat-sealing machine for sealing polyethylene, Pliofilm, saran, cellophane, metal-foil and glassine bags and bag-top labels on transparent bags; exhibit of drawstring bag with string, ribbon or elastic sealed in hem of bag made on machine. *Personnel:* R. Chaffee, C. E. Holmes, A. Holmes. *Hotel:* Palmer House.

CHAIN BELT CO., *Booth 261.* Samples of various types of chains; animated roller-chain display. *Personnel:* E. M.
(*This listing continued on page 282*)

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for Butter wrappers
Ham boiler liners
Deep freeze wraps • Can liners
Fish wrappers • Cheese wrappers
Margarine wrappers
Milk can gaskets • Bacon wrappers
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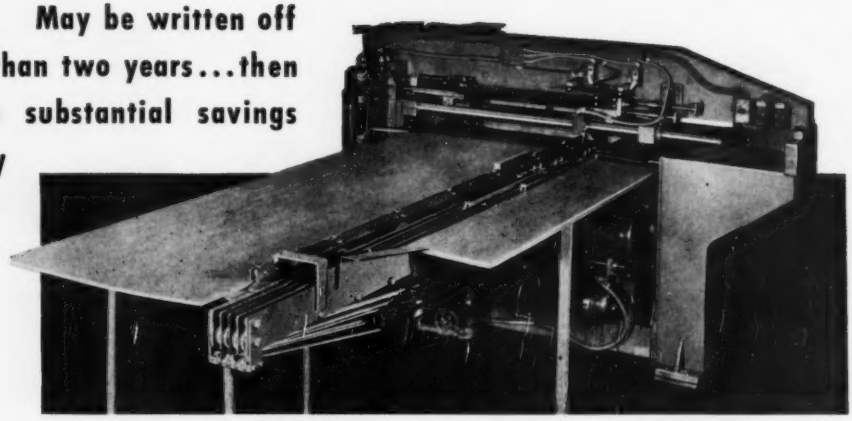
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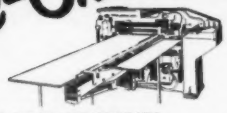
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•MANUFACTURERS' LITERATURE•

To obtain any of the booklets or catalogs listed below, simply circle the corresponding number on the post card, fill in the information requested, and mail.

CORRUGATED BOX MAKING MACHINERY. Illustrated brochure describing the operation of the Rite-Size box machine that makes an infinite variety of sizes of regular slotted and overlapped corrugated cartons. 4 pages. Jacob Industries Sales Corp. (4-700)

COLOR MATCHING. Reprint of an article on color matching problems from the ink makers viewpoint. Contains advice on color sequence, printing plates, viewing conditions, and color formulation. International Printing Ink Div., Interchemical Corp. (4-701)

MANUFACTURING CONTAINERS. Detailed information dealing with manufacturing containers (both round and square) of Monsanto Vuepak. Diagrams are included. 4 pages. Monsanto Chemical Co. (4-702)

AIR CLEANERS. Both semi and fully automatic straight line cleaners are discussed. Diagrams and illustrations are included. 4 pages. Pneumatic Scale Corp., Ltd. (4-703)

CYLINDRICAL OBJECT MOLDING. Bulletin describing the Model PAM Machine for cylindrical object marking—ideal for printing around the full circumference of pieces up to 3" in diameter and up to 2" along their length. Especially suited for printing label information on tubes or other cylindrical types of packages. Markem Machine Co. (4-704)

RUBBER PLATE PRESS. The Kidder rubber plate press available in widths up to 65" and in four colors is illustrated and described. Kidder Press Co., Inc. (4-705)

PICKLING AND WASHING MACHINE. Six-page folder describing in detail the construction, operation, and advantages of the Goodrich pickling and washing machine, which prepares formed-metal products for enameling, painting, or plating. The B. F. Goodrich Co. (4-706)

PARAFFLEX WAXES. Specification sheets giving complete information on Paraffiex Waxes. Boler Petroleum Co. (4-707)

PRODUCTION AND CHECKING SCALES. Brochure describing the Exact Weight production and checking scales, center tower position, in a range of sizes, capacities and commodity holders. The Exact Weight Scale Co. (4-708)

HANDLING AND SHIPPING MATERIALS. 16-page booklet describes the "Power-Pack" method of handling and shipping materials in unit loads on expendable, corrugated fiberboard pallets. Specifications are given. Addison-Semmes Corp. (4-709)

PROPERTIES OF KODAPAK SHEET. A 24-page booklet describing the various formulations of Kodapak sheet and giving a complete technical description together with a detailed summary of performance tests. Eastman Kodak Co. (4-710)

PACKAGING EQUIPMENT. Brochure giving in 6 pages illustrations, specifications, the features, etc. of various packaging equipment as produced by M. R. M. Co., Inc. (4-711)

BAGGING TABLES. Portable and stationary bagging tables are discussed. Specifications and illustrations included. 4 pages. Food Machinery and Chemical Corp. (4-712)

BAGS. Relates actual success stories of how Pliofilm packaged produce boost sales and profits. Illustrated. 8 pages. Goodyear Tire & Rubber Co. (4-713)

CAN LABELING ADHESIVES. Detailed information is provided on the use of Paisley can labeling adhesives. Illustrated. 8 pages. Paisley Products, Inc. (4-714)

FILLING MACHINE. The features of the Parker vacuum liquid filling machine are given. Illustrated bulletin. Packer Machinery Corp. (4-715)

DRUM LINERS. A manual of technical information regarding Visqueen film drum liners. The ways by which these liners will cut costs is discussed. Sample bag is included. 12 pages. The Visking Corp. (4-716)

FILLER. Discussed is the PerfeKtum Amp fil Model F-200 in this descriptive leaflet giving the uses, output, dimensions, special features, etc. of the equipment. Photograph included. PerfeKtum Products Co. (4-717)

LABELING MACHINE. Bulletin describing a thermoplastic labeling machine for labeling bottles, jars, tin or plastic containers, eliminating the need for glue. 4 pages. Illustrated. New Jersey Machine Corp. (4-718)

HEAT-RESISTANT POLYSTYRENE. Reprinted from the December, 1948 issue of MODERN PLASTICS, this article describes the development and characteristics of Koppers polystyrene S. 4 pages. Koppers Co. (4-719)

AUTOMATIC COUNTING. Bulletin giving information on the automatic filling by count in paper packets of small screws and nails. Illustrated. Brown Bag Filling Machine Co., Inc. (4-720)

INDUSTRIAL MARKING. Two marking methods—the "Platen Method" and the "Rotating Line Method"—are discussed. Also included is detailed information on a marker for conveyor line use. 4 pages. Illustrated. Industrial Marking Equipment Co. (4-721)

FILLING MACHINE AND ATTACHMENTS. Described is the fully automatic, high speed Fillmaster filling machine used for dry and semi-dry products. Also included are discussions on various attachments. 4 pages. Illustrated. Stuyvesant Engineering Co. (4-722)

TRANSPARENT APPLICATIONS. Bulletins showing a variety of uses of Weinman transparent containers with illustrated applications. Among those illustrated are a hosiery box with cord holder, various confectionery dispensers and containers, toy containers, etc. Weinman Brothers, Inc. (4-723)

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ROTARY PLUNGER FILLER. The Elgin rotary plunger filler used for accurate high speed filling of viscous and semi-viscous products in tin or glass is illustrated and described. Specifications are included. Elgin Manufacturing Co. **(4-724)**

AUTOMATIC WEIGHING AND FILLING MACHINES. Various models of Holm automatic weighing and filling machines, as well as bulk scales, for all types of free flowing and semi-free flowing products, are discussed. Specifications are included. 4 pages. Amsco Packaging Machinery, Inc. **(4-725)**

MATERIALS AND METHODS FOR ENGINEERED PACKING. Given are suggestions for packing radio tubes, glassware, gallon jugs, pictures, mirrors, beds, etc., with Protex packing materials. Illustrated. American Excelsior Corp. **(4-726)**

SCREEN PRINTING MACHINE. The features, specifications, and an illustration of the Model R. P. 2 screen printing machine for cylindrical and sphere objects of glass, metal, plastic, wood, and rubber, are given in this bulletin. Dependable Compressor & Machine Co. **(4-727)**

PACKING MATERIAL. Brochure describing how to pack the Shell crease way. This material is a corrugated wrapping paperboard adaptable for wrapping any and all cases of machines. Also discussed are the many ways and uses of handling the material. Shelton Manufacturing Co. **(4-728)**

SINGLE AND DOUBLE CORNER CUTTERS. Illustrated and described in this four-page bulletin are the Knowlton single and double corner cutters with their respective specifications. M. D. Knowlton Co. **(4-729)**

WATER REPELLENT SURFACE. Detailed information given on a new product known as DC 1107 as applied to paper to form an "ABhesive" and water repellent surface. 5 sheets. Dow Corning Corp. **(4-730)**

PRINTING. Plastic bound book of 76 pages demonstrating Kromekot, Champion's cast coated paper. Includes letterpress and offset printing in both black and white and multi-color. The Champion Paper and Fibre Co. **(4-731)**

TRAY-LOCK MACHINE. A specification sheet, describing a new machine that sets up lock-type trays and cartons from flat, unglued blanks. Illustrated. General Mills, Inc. **(4-732)**

ROTOGRAVURE. Described is the miniature Kilb rotogravure printing machine. Specifications, operational information, illustrations, etc., are included. Francis C. Kilb Co. **(4-733)**

ROTARY HEAT SEALER. Folder discussing the Doughboyrotary heat sealer including devices in conjunction with this sealer for coding and hole punching bags as well as the compression unit for compression sealing. 4 pages. Illustrated. Doughboy Industries, Inc. **(4-734)**

BELT BOOSTER. Detailed information given on the Ultimate light medium duty stationary belt booster. Specifications and diagrams are included. 4 pages. Island Equipment Corp. **(4-735)**

BAG MACHINES. Four-page brochure pictorially describing three bag machines with complete data on each. Roto Bag Machine Corp. **(4-736)**

BAGGER. Specifications, illustration, operational data, and other important information are given on the Brickmaster bagger. The Akron Equipment Co. **(4-737)**

FOIL CARTONS. Bulletin giving a formula that helps to determine whether or not it would be practical and profitable to package various items in foil cartons. United Board & Carton Corp. **(4-738)**

LABEL AND BOX PAPER. A sample booklet with actual tip-ons of a variety of Duplex Brilliant label and box papers. The Dobeckmun Co. **(4-739)**

SHEET PLASTIC FABRICATING MACHINES. Brochure gives specifications of complete line of machinery for the fabrication of plastic sheeting. Taber Instrument Corp. **(4-740)**

HEAT SEAL PAPERS. Technical manual describing heat seal (thermoplastic) papers Pervenac and Impac for dry labeling, wrapping, or taping. Nashua Gummed and Coated Paper Co. **(4-741)**

BEE-LINE LABELERS. Four-page bulletin containing brief description, container and label size ranges, and floor plans of three labelers. Economic Machinery Co. **(4-742)**

CAPPING MACHINE. Continuous feed high speed capping machine for automatically applying screw caps to bottles, jars, and cans at speeds up to 120 per minute described in 4 page folder. Resina Automatic Machinery Co., Inc. **(4-743)**

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AUTOMATIC CARTONING MACHINE. Two color brochure on Ceco model 45, a completely automatic packaging machine which performs each and every operation from start to finish. Container Equipment Corp. **(4-746)**

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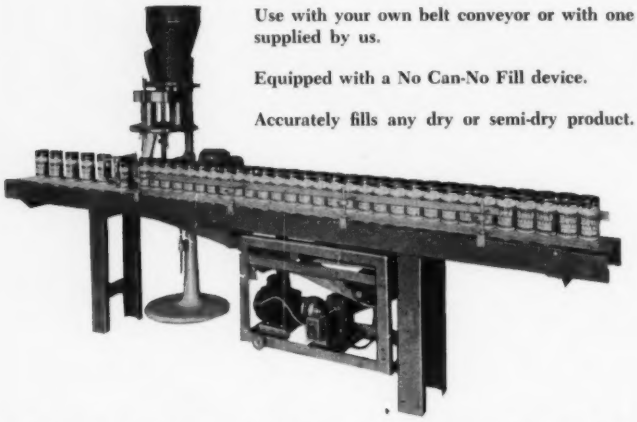
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(*This listing continued from page 276*)
Rhodes, G. H. Woodland, M. G. Jewett, T. R. Seymour, J. Heaps. *Hotel:* Palmer House.

CHAMPLAIN CO., INC., *Booth 230.* Reciprocal flat-bed carton-cutting equipment which can be used for blanking of carton shells from a roll or in conjunction with rotary printing units of the aniline, rotogravure or letterpress type for the manufacture from roll stock of completely printed, die-cut, scored and stripped cartons in one operation; also display of cartons, labels, wrappers, etc. produced on Champlain equipment. *Personnel:* A. F. Goat, W. R. Goat, G. N. Auerbacher, L. J. Remington, J. Martin, J. E. Cade. *Hotel:* Lakeshore Club.

CHASE BAG CO., *Booth 455.* Demonstration of waterproof bag with dry-seal closure for packaging powdered chemicals and food products; also general line of burlap, cotton, paper, open-mesh and crinkled-paper bags and textile tubing. *Personnel:* E. R. Bolman, H. E. Dennie, A. A. Glatz, R. H. Newbill, R. F. Norcott.

CHASE EQUIPMENT CORP., *Booth 315.* New model fully automatic ampoule-filling, sealing and flushing machine; improved powder-filling machine for handling vials or ampoules under sterile conditions and equipped with new-type auger; semi-automatic vial-filling machine equipped with stainless-steel syringes and suited for handling viscous and oily solutions; new high-speed volume-filling machine for free-flowing material from 1 oz. to 1 lb. *Personnel:* I. W. Munzer, J. Henderson. *Hotel:* Palmer House.

CLEVELAND CONTAINER CO., *Booth 208.* Complete line of round, spiral-wound, all-paper or paper-and-metal-combination cans; paper cores for heavy-duty shipping requirements; mailing tubes; resin-impregnated boards; special waterproof glues for packaging. *Hotel:* Sheraton.

CLEVELAND LATHE & MACHINE CO., *Booth 333.* Heat-sealing and packaging equipment. *Personnel:* H. H. Fleming, A. C. Mears. *Hotel:* Palmer House.

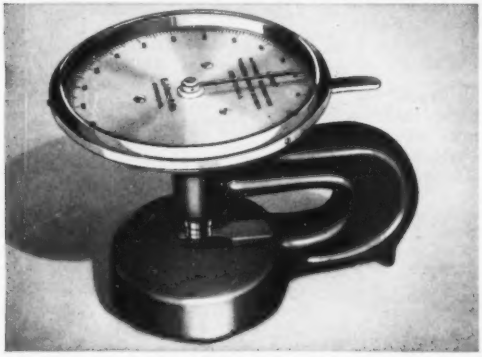
COLTON, ARTHUR, CO., *Booth 149.* New collapsible-tube filler, closer and crimper; new rotary tablet press. *Personnel:* K. B. Hollidge, W. Miller, C. Wall, R. Schrotel, N. Carman, G. Stevenson, G. Covey, C. Edgar, K. Rogers. *Hotel:* Stevens.

CONSOLIDATED LITHOGRAPHING CORP., *Booth 303.* Lithographic point-of-sale displays with emphasis on dimension, motion and flasher units; package labels and wraps. *Personnel:* W. J. Ash, R. D. Cole, V. J. Dunn, G. Raeihle, F. O.

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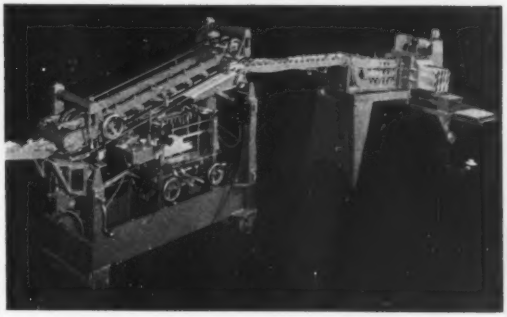
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CONSOLIDATED PACKAGING MACHINERY CORP., *Booth 306.* Automatic capping machine and display of packages handled on other types of machines. *Personnel:* E. L. Kuhn, E. B. Black, B. C. York, W. F. Kruse, J. E. Baum, L. F. Maurer. *Hotel:* Sheraton.

CONTAINER CORP. OF AMERICA, *Booth 231.* Folding paperboard cartons, corrugated and solid-fibre containers, fibre cans, paperboard display stands.

CONTAINER EQUIPMENT CORP., *Booth 418–420–422.* Adjustable automatic cartoner. *Personnel:* F. W. Kucklinsky, E. M. Kucklinsky, W. E. Haberland, C. Ashe, M. Derrico, R. Woelfer, B. Dworin. *Hotel:* Sheraton.

CRESCENT INK & COLOR CO., *Booth 157.* Operation of miniature aniline and gravure presses demonstrating printing on absorbent stocks, cellophane and glassine. *Personnel:* C. Conlan, L. Hecker, W. Thompson, P. Nelms, J. Carney, L. Watkin. *Hotel:* Palmer House.

CRYSTAL TUBE CORP., *Booth 119–121.* Display of items packaged in transparent packaging material. *Personnel:* H. Goldring, R. H. Goodman, E. C. Walsh, J. Farrell, H. Bornstein, A. Ross. *Holel:* Palmer House.

DERBY SEALERS, INC., *Booth 236.* Machines for dispensing all types of pressure-sensitive tapes, gummed tapes and label moisteners. *Personnel:* A. P. Krueger, W. S. Shee. *Hotel:* Palmer House.

DOBECKMUN CO., *Booth 316–318–320.* New design and merchandising techniques and package applications of films, foils and laminated combinations. *Personnel:* T. F. Dolan, E. P. Whitley, J. M. Cowan, K. E. Prindle, R. C. Betts, J. M. Deegan, R. M. Seigle, R. S. Jones.

DOUGHBOY INDUSTRIES, INC., *Booth 217–219–220.* Rotary sealers, including units for coding and hole punching; band sealers for plastic films; conveyors. *Personnel:* E. R. Livingston, J. Grevich, H. Weatherhead. *Hotel:* Sheraton.

DOW CHEMICAL CO., *Booth 132.* Saran film, Ethocel sheeting, Styron and Styrofoam for packaging and display. *Personnel:* W. R. Dixon, A. L. Ruddock, R. J. Minbiole, L. E. Fake, C. F. Cummins, A. R. Tucker, F. J. MacRae, F. C. Dulmage, R. L. Butler, S. D. Smith, M. Christensen, J. M. Kuhn, R. E. Daniels, J. W. French, R. L. Lownsbury. *Hotel:* Ambassador West.

DUMATIC INDUSTRIES, *Booth 456.* Semi-automatic wrap-around labeler and spot labeler for labeling with heat-seal or thermoplastic-coated paper. *Personnel:* M. Seifert, E. George.

DU PONT, E. I. DE NEMOURS & CO., INC., *Booth 112–113–114.* Exhibit of cellophane, Cel-O-Seal and Polyethylene sections featuring basic factors of effective packaging and impulse buying, with displays of packaging and inhibit of cellophane, Cel-O-Seal and polyethylene, and Cel-O-Seal cellulose seals for bottled products. *Personnel:* R. M. MacDonald, B. C. Robbins, A. J. Landman, L. B. Steele, E. C. Lake, W. M. Farrelly, W. J. Harte, R. M. De Graff, A. F. Wendler, D. D. Lanning, R. C. Myers, V. M. Morrell, J. A. Ruby, C. H. Schreep, T. W. Holland, C. E. Fogg, C. W. Nulse, H. E. Walthor.

EASTMAN KODAK CO., *Booth 301.* Display of transparent packages fabricated from cellulose acetate sheet. *Personnel:* L. L. McGrady, A. B. Corey, H. Lloyd, P. U. Braman, C. R. Lee, E. M. Drummond, J. Watkins, W. J. Seaman. *Hotel:* Morrison.

ECONOMIC MACHINERY CO., *Booth 403.* Operation of labeler with new Vacuum-Gripfinger for precise registration of all sizes of labels to glass containers. *Personnel:* A. J. B. Adams, H. R. Stewart, A. J. Adams, S. T. Carter, H. V. Thalin, A. O. Frykholm, H. N. Johnson.

EINSON-FREEMAN CO., INC., *Booth 101.* "Ten Top Display Ideas" of 1950 represented by eight-color lithographed cardboard point-of-sale displays with light and motion; other visual sales aids. *Personnel:* N. J. Leigh, L. J. Engel, S. Gold, B. Savitt, J. Shaw, G. Simmons. *Hotel:* Palmer House.

ELECTRONIC MACHINE PARTS, INC,. *Booth 450.* Registration controls. *Personnel:* W. T. McAdam, A. E. Handal. *Hotel:* Sheraton.

ELGIN MFG. CO., *Booth 409.* Filling and capping machines. *Personnel:* G. R. Stevens, D. M. Webster, W. B. Sanford, A. R. Stevens, G. R. Williams, H. G. Manley, W. H. Reimer.

ENVELOPE MFRS. ASSN. OF AMERICA, *Booth 141.* Display of merchandise packaged in paper envelopes, showing effective presentation. *Personnel:* R. R. Bliss, W. H. McManus.

EXACT WEIGHT SCALE CO., *Booth 338.* Electronic high-speed check weigher, general line of scales. *Personnel:* J. H. Downer, P. G. Kramp, C. W. Ross, B. R. Taylor, E. Cochran, S. A. Meier, R. W. Grant, J. W. Sieverling, W. A. Scheurer, J. F. Baldwin, W. J. Schieser, R. White, R. H. Sanford, D. M. Laird. *Hotel:* Congress.

FERGUSON, J. L., CO., *Booth 354.* Telescoping volumetric filler; case sealer;

See the

w. BRAUN DISPLAY

at the

Navy Pier Packaging Exposition

Booth No. 446

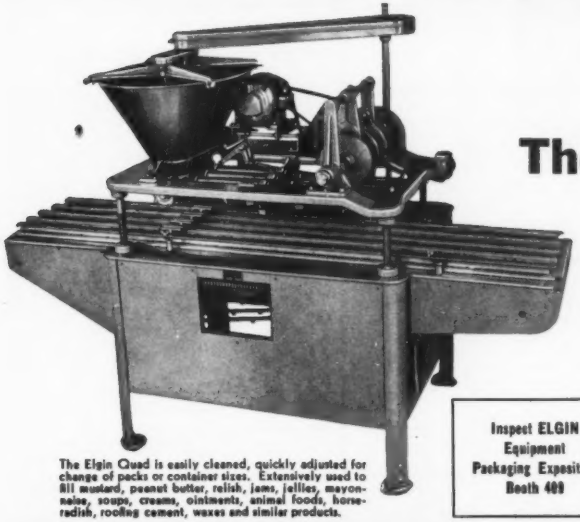
April 24th thru April 27th

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Containers and Closures
300 North Canal Street, Chicago 6, Illinois

CUT COSTS! Get high-speed, trouble-free production *with*



The Elgin Quad is easily cleaned, quickly adjusted for change of packs or container sizes. Extensively used to fill mustard, peanut butter, relish, jams, jellies, mayonnaise, soups, creams, ointments, animal foods, horseradish, rooting cement, waxes and similar products.

Inspect ELGIN Equipment Packaging Exposition Booth 409

The Elgin QUAD

4 Valve Filler

Rapid, Accurate Production—This Elgin 4 Valve filler provides quadruple production efficiency with greater speed and economy on a broad range of products from liquids to heavy foods. The Elgin Quad is widely used by large and small plants for both light and heavy packs. For lower initial cost, minimum maintenance and operating expense, leading packers nationwide choose Elgin automatic filling and capping equipment.

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Open aniline press time will mean quick sure service and low prices to you on long run material if you are among the first to make inquiry to this advertisement.

Three and four color printing on foil, glassine and special Heat Seal papers. We produce by the speedy and flexible aniline process. We will be glad to deliver this type of label or wrapper in roll form or cut to size.

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Wire, Phone Delaware 7-1263

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LUSTRO LABEL

AND PACKAGING COMPANY, INC.

case imprinter; carton-filling, gluing and sealing machine. *Personnel:* P. A. Steed, R. C. Ferguson, P. D. Bowley, R. W. Stevens, C. A. Claus, J. W. Bradford, D. J. Wolfe, D. O. Ferguson, T. McLay, E. H. Eustice, P. E. Odendahl, J. L. Ferguson, W. Inglis, R. C. Duncan. *Hotel:* Bismarck.

FIBRE DRUM MFRS. ASSN., *Booth 124A.* Display of fibre drums for weights up to 400 lbs. *Personnel:* R. F. Gumbert, G. Mather, F. K. Duffy, W. J. Mahoney, H. M. Walter. *Hotel:* Drake.

FISCHBEIN, DAVE, CO., *Booth 361.* Hand electric portable bag closer. Personnel: D. Fischbein, H. Fischbein, G. Fischbein.

FLEXIBLE PACKAGE CO., *Booth 453.* Exhibit of plain and printed polyethylene bags in wide size range for packaging soap, food products, ready-to-wear, nuts and bolts, food kits, etc. *Personnel:* E. O. Johnson, W. Boas, M. G. Boas, J. White.

FOOD MACHINERY & CHEMICAL CORP. (STOKES & SMITH AND SPRAGUE-SELLS DIVISIONS), *Booth 129–130.* Operation of automatic machine packaging products in polyethylene, as well as other heat-sealing films; display of packages handled on various S & S filling, packaging and wrapping machines; wrapping and gluing machines for set-up paper boxes; operation of non-shock, high-speed can caser. *Personnel:* W. R. Huguenin, C. E. Schaeffer, S. T. Brinton, S. E. Child, W. E. Buswell, C. H. Nitsch, C. M. Bunn, R. Crosier, H. Jack, C. K. Wilson, J. A. Cleveland, H. L. Link, T. N. Martin, W. W. Walsh, R. Galloway.

FORCE, WM. A., & CO., INC., *Booth 439–441.* Numbering and marking equipment with emphasis on Dri-Flo line of felt-tip brush pens and marking fluids; conveyor-line marking equipment for package conveyor-line installation. *Personnel:* D. J. Wiiken, R. Johns, C. Busse, W. Farr, S. Johnson, R. Yeager, W. A. Force, III.

GAYLORD CONTAINER CORP., *Booth 202.* Display of corrugated and solid fibre boxes, display stands, folding cartons, wrapping paper and bags including new types of boxes for electrical appliances, beverages, chemicals and food products. *Personnel:* B. M. Williams, S. A. Blackman, E. J. Spiegel, Jr., A. B. Erdhaus, K. Ravenscroft, O. R. French, C. C. King, R. C. Vogt, R. Raleigh, A. Kramer.

GOAT, FRED, CO., INC. (See CHAMPLAIN CO., INC.).

GOTTSCHO, ADOLF, INC., *Booth 123–125.* Latest models of automatic package-imprinting and automatic code-dating

EVENFLO
aniline printing rolls



—METER THE INK FOR BEST RESULTS!

EVENFLO ENGRAVED INKING ROLLS

eliminate ink waste, poor quality runs and rejects due to faulty inking and need no adjusting. New Evenflo engraved ink-metering rolls make tedious adjustments unnecessary. Ink is fed in the exact quantity necessary for fine presswork, continuously and automatically. No press time is lost, no ink wasted and less printing stock is spoiled due to poor inking.

NO-FLEX PLATE ROLLS AVAILABLE ON SHORT NOTICE AT LOWER COST

No-Flex—the new plate rolls that completely eliminate flexing and whipping—are your guarantee of a perfect impression. Special high speed lathes and equipment and improved methods of manufacture mean you get precision made rolls, quickly, and at lower cost. All No-Flex rolls are ground finished to your exact specifications and carefully inspected before shipment. The next time you need plate rolls, call Pamarco for faster service, lower cost and a better printing job. Quotations on plate, impression, and special rolls supplied promptly.

PRESS BUILDERS

Evenflo rolls, installed as original equipment, make your presses easier to sell because they print better, use less ink and require less operator attention. Inquiries from press manufacturers are invited. Prompt estimates on receipt of specifications.



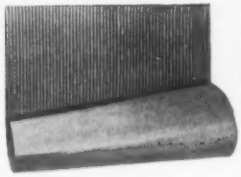
EVENFLO HAND PROOFER
— the handy way to test color and coverage

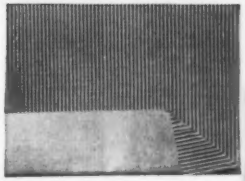
No need to set up a machine for testing ink. Quick as a wink, Evenflo Hand Proofer produces an exact sample. Interchangeable rollers to match the one in your press or presses equipped with other than Evenflo rollers.

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the new "wrapping paper"
CORRUGATED BOARD
Saves Space Saves Time Saves Material

it folds in any direction . . .

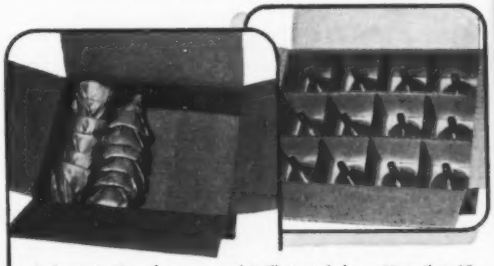




it rolls in any direction . . .

SHELLCREASE has both the flexibility of wrapping paper and the protective qualities of corrugated board. Minute scoring marks in the corrugation permits SHELLCREASE to be easily folded at any point . . . across the corrugation or diagonally in any direction. It can be rolled against the corrugation with the same ease as with the corrugation.

Available in stock rolls up to 72" wide, 250 feet long or in sheets, cut to order. Four weights — 35, 55, 70 and 100 pound basis.



A demonstration of space saved is illustrated above. Note that 12 funnels occupy only half the space wrapped in SHELLCREASE.

SHELLCREASE wraps around odd-shaped objects like a "glove" providing a light-weight, fully cushioned container *without* adding any unnecessary weight.

Write to Dept. MP for samples and descriptive brochure illustrating dozens of applications for SHELLCREASE.



SHELTON has been designing and manufacturing corrugated products since 1919.

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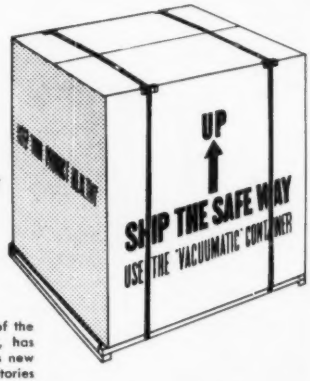
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Little America Frozen Foods, Inc., developer of the remarkable new "VACUUMATIC" Container, has announced that franchises for the sale of this new product are now open in exclusive territories throughout the United States. First year earnings from $5,000 up can be expected. Although the "VACUUMATIC" Container has been on the market for only a short time, demand already exceeds early optimistic expectations. Will be advertised nationally in leading trade journals at no cost to you. Advertising materials furnished free. Initial investment of approximately $5,000 and up required depending on territory desired. Write or phone at once.

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machines. *Personnel:* A. Gottscho, I. Gottscho, M. Hirschey, K. Kuett, J. K. Jackson, M. Derrico. *Hotel:* Knickerbocker.

HAYSSEN MFG. CO., *Booth 307.* Operation of textile machine wrapping sheets and pillow cases; operation of small-frame carton machine wrapping frozen rolls. *Personnel:* W. A. Hayssen, F. Horwitz, F. Perry, G. Laing. *Hotel:* Pearson.

HAZEL-ATLAS GLASS CO., *Booth 429.* Complete packages for preserves, cosmetic containers, all types of stock containers and metal closures. *Personnel:* F. Smith, J. L. Hendrickson, W. Baird. *Hotel:* Sheraton.

HEAT SEAL-IT CO., *Booth 115.* Demonstration of heat-sealing packaging machinery in operation; manual, semi-automatic and automatic bag-sealing machines; bag-making machines; crimp heat-sealing equipment; new package conveyor that forms to shape of the package, carrying it without guide rails or side belts. *Personnel:* H. L. Reitzes, J. Dreben, W. Baker, C. Reitzes, O. L. May. *Hotel:* Chicagoan.

HEINRICH, H. H., INC., *Booth 412.* Alina X multicolor aniline end printer for use with Matador flat and square bag machines for high-speed bag making and printing in one operation. *Personnel:* H. H. Heinrich, K. R. Sunderhauf, A. Finke, D. H. Roemer, H. P. John. *Hotel:* Palmer House.

HEINTZ MFG. CO., *Booth 137.* Stainless-steel chemical containers. *Personnel:* J. M. Ward, J. Carter, J. C. Leutwyler, Jr. *Hotel:* Stevens.

HIGH PRODUCTION MACHINE CO., INC., *Booth 334.* Operation of new semi-automatic machine for manufacturing set-up boxes. *Personnel:* D. T. Neale, H. K. Reifsnyder, W. J. Haessler, W. Pauke, R. Gold. *Hotel:* Drake.

HINDE & DAUCH PAPER CO., *Booth 109.* Display of merchandising packages for promotion of consumer merchandise of all kinds; new luggage-style boxes for holiday season. *Personnel:* J. H. Macleod, C. U. Harvey, P. E. Noonan, F. D. Hussian, E. M. Kennedy, E. J. O'Reilly, L. C. DeRuntz, L. E. Kettel, E. K. Waters, D. H. Burns, L. Frank, P. Meelfeld.

HOLES, FLOYD A., CO., *Booth 146.* Display of custom laminations of foil, films, papers and fabrics. *Personnel:* P. W. Decker, F. A. Holes, J. A. Holes, T. V. Loran, R. F. Moran. *Hotel:* Palmer House.

HORIX MFG. CO., *Booth 323.* All-purpose filler operating at 400 bottles per minute with ketchup; conversion

if you are packaging in INJECTION MOLDED PLASTICS you ought to know about the eye-catching and alluring

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POLYSTYRENE

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Available in a multitude of colors and shades AMPACET pearl effect Polystyrene can give YOUR package that proven shot-in-the-arm.

AMPACET — the Polystyrene to specify also for your custom-made color requirements and for any desired special effect, tinsels, metallics, iridescents, phosphorescents.

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Volume Packaging Checkweighing . . .



Exact Weight Selectrol Model No. 1200

Don't miss the top idea performance of the year . . . the National Packaging Exposition, April 24–27. Solution of many complex problems will unfold before your very eyes. If volume packaging checkweighing is one of your problems visit EXACT WEIGHT Booth #338 and see the new SELECTROL, an automatic checkweigher separating packaged products into three classifications . . . underweight, EXACT WEIGHT and overweight. This new unit solves "mis-packaging" by eliminating underweight packages as well as overweight containers . . . completely removes the human element (no labor needed) . . . cuts packaging costs to lowest level ever attained . . . does the work by electronic means at speeds up to 120 units per minute in capacities of from 2 ozs to 2 lbs. See a complete demonstration with actual product selection. Trained electronic engineers, able to advise you with your particular product will be in attendance. Mark this announcement and file in your brief case for personal attention at the show. You may solve one of your most perplexing problems, "How much is in the package."

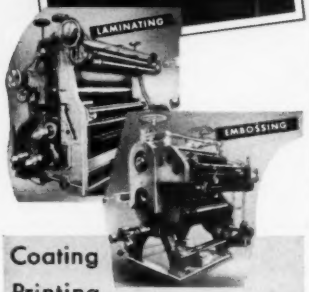
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Year after year the records reveal the important part played by Waldron Converting Machines in the outstanding packaging achievements. New problems—real problems—in processing particular materials have been successfully met and solved by Waldron engineers. These include new developments in decorative coating, moisture vapor barriers, greaseproofing, vinyl film printing, to mention but a few. The industry has learned to rely upon Waldron Machines to give added beauty, durability and utility to packaging materials with accompanying savings in operating and production costs.

You can benefit from the long, specialized experience of our research and engineering staffs along with the facilities of our complete testing laboratory. Write for literature pertaining to your problem.

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NEW BRUNSWICK, N. J.
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parts for filling baby foods in small jars. *Personnel:* F. B. Fairbanks, L. G. Huggins, J. L. Scanlon, R. B. Reno, H. L. Greene, S. H. Lask, D. K. Sargent, R. McWilliam. *Hotel:* Palmer House.

I. D. CO., (FANCY CONTAINER DIV.), *Booth 126.* Display of embossed and lithographed metal gift containers for bakery products, confections, teas, etc. *Personnel:* Abraham Katzman, Alexander Katzman, M. Rehns, S. L. Kaye. *Hotel:* Congress.

INDUSTRIAL TAPE CORP., *Booth 427.* Complete line of Texcel cellophane tapes and Permacel industrial tapes. *Personnel:* B. M. Austin, A. A. Hally, J. H. Scherer, L. E. Barnes, W. M. Cramp. *Hotel:* Palmer House.

INJECTION MOLDING CO., *Booth 135A.* Polyethylene bottles, jars and closures. *Personnel:* W. K. Archer, M. L. Davis, M. Barton, A. M. Petrovic. *Hotel:* Palmer House.

INTERNATIONAL PAPER BOX MACHINE CO., *Booth 328.* Operation of box-forming machine with overhead return, taper nesting and nested-offset features; new high-speed printing press using dry offset principle. *Personnel:* T. J. Kieley, R. A. Labombarde, R. C. Dickey, R. Moran, W. Marquis, P. Labombarde, L. W. Labombarde, E. J. Labombarde, W. E. Labombarde. *Hotel:* Palmer House.

INTERNATIONAL PRINTING INK, (DIV. INTERCHEMICAL CORP.), *Booth 229.* Large display of all types of packages, wraps and cartons printed with letterpress, lithography, dry offset, aniline and gravure, featuring special bag-printing problems and their solution and color control; display of printed polyethylene bags. *Personnel:* L. F. Boyle, W. F. Cornell, W. N. Davies, E. H. Davis, R. R. Dietz, L. H. Fish, C. Gibbs, W. J. Gorie, Jr., J. J. Hocevar, O. C. Holland, F. J. Jeuck, C. S. Johnson, L. F. McGuff, H. R. Norton, W. S. Law, E. T. Nigman, E. B. Perry, R. Rogers, W. S. Ruxton, D. Tuttle, O. Unglaub, J. Viner, G. Welp, F. A. Weymouth, F. V. Johnson, R. H. Griffith, W. B. Warner, W. J. Darcy. *Hotel:* Lakeshore Drive.

INTERNATIONAL STAPLE & MACHINE CO., *Booth 458.* Newly designed retractable-anvil staple machines. *Personnel:* E. A. Woodcock, R. E. Eilenfeldt, F. Lamm, C. D. Vickers. *Hotel:* Palmer House.

ISLAND EQUIPMENT CORP., *Booth 443–444.* Stainless-steel straight-line and rotary unscrambling tables, bottle conveyor, rotary accumulating table, unitized conveyor table, straight-line unscrambling table for flasks and lateral-curve bottle conveyor. *Personnel:* J. W. Stiles, N. W. Gross, E. Stiles, C. Schoenecke, J. Landerman. *Hotel:* Morrison.

JACOB INDUSTRIES SALES CORP., *Booth 343–344.* New machine for making varied sizes of corrugated containers, with patented size selector making possible dimensions changes in a few seconds; turns out scored and slotted box ready for folding and taping in one operation. *Personnel:* W. P. Jacob, H. A. Wilmerding, Jr., S. E. Johnson. *Hotel:* Palmer House.

JONES, R. A., & CO., INC., *Booth 401.* Operation of automatic constant-motion cartoner, loading a vial and leaflet into tuck-type carton, also the Jones CMV cartoner which feeds and opens a carton, tucks the bottom end, carries the carton upright past loading stations for manual insertion of the load, tucks the top end of the carton and discharges the finished package. *Personnel:* W. Jones, A. E. Motch, R. T. Foreman, J. R. Wilson, E. N. Deering. *Hotel:* Knickerbocker.

KALAMAZOO VEGETABLE PARCHMENT CO., *Booth 329.* Plain and printed waxed vegetable parchment and special-treated papers for fresh and frozen foods, sweet goods and soap. *Personnel:* G. Stewart, M. Wood, J. F. Eaton, R. L. Sandstrom, W. Olney, R. J. Kearns, W. Kuhn. *Hotel:* Palmer House.

KARSTROM, PAUL L., CO., *Booth 461–463–465.* Operation of a Spee-Dee filler on conveyor and other machines for which this company is sales agent. *Personnel:* P. L. Karstrom, W. B. Johnson, R. E. Bradford, L. M. Haugen, A. M. Karstrom, R. F. Freebody. *Hotel:* Stevens and St. Clair.

KIEFER, KARL, MACHINE CO., *Booth 253.* New Endweld tube filler and sealer. *Personnel:* J. A. Rheinstrom, P. R. Fechheimer, B. C. York, W. Kruse, N. Reiland, R. Barnes.

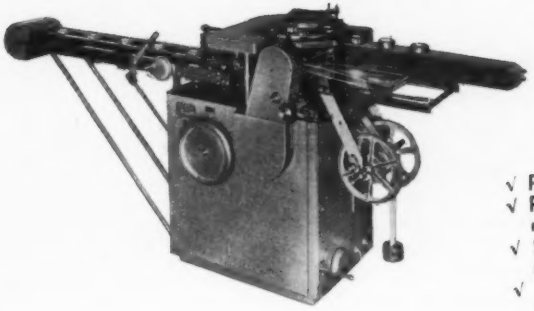
KIMBERLY-CLARK CORP., *Booth 122.* Demonstration of use of creped wadding for interior packaging by flotation, bracing and blocking, surface protection and absorbent packaging; insulated packaging; new forms of kimpak. *Personnel:* R. B. Sawtell, F. A. Biederman, R. J. Piltz, R. A. Wolterding, J. E. Kirk, E. C. Evans, W. Dunn, S. R. Shellhammer, S. L. Swenson.

KIMBLE GLASS (DIV. OWENS-ILLINOIS GLASS CO.), *Booth 108.* Display of ampoules, vials and serum bottles. *Personnel:* S. J. McGiveran, E. B. Dennis, Jr., K. G. Hewitt, E. D. Bowes, H. L. Carlson, J. F. Greene, W. F. Smith, T. H. Hall, L. E. Beitler, D. G. Glesser,

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CUTS PACKAGING COSTS . . . 75%!



WRAP-KING can show you how! "Perfect Packaging" is the answer. No waste . . . faster wrapping . . . more efficient. Yes . . . whatever your packaging needs may be, oval . . . round . . . oblong . . . any disc shape . . . or even square, WRAP-KING is the answer. Completely automatic, this miracle machine will brighten your production problems by appearance and performance. WRAP-KING can save you many man hours, as well as up to 20% of material costs.

Check these outstanding features . . .

√ Perfect uniform packaging! √ Non-injurious to fragiles!
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√ WRAP-KING requires less floor space than the average size office desk!
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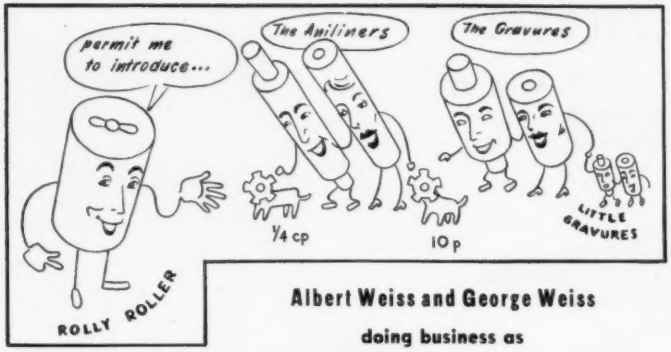
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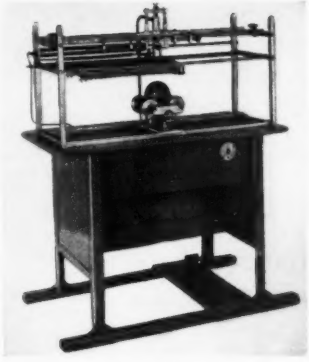
who, for over twenty years, have been making plate cylinders for aniline printing, special light weight cylinders for gravure printing, heating and chilling rollers, and gears ¼ C.P. and 10 P. Also storage racks for rollers.

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NEW SCREEN PRINTING MACHINE decorates jars, bottles, novelties



Screen Printing Machines to decorate larger objects built on order

Here's a high production answer to your need for a low cost machine that decorates round, cylindrical and spherical objects with attractive silk screening.

It prints on glass, metal, plastic, wood and rubber. It decorates and labels objects up to 4″ in diameter. It is semi-automatic, compressed-air operated, and produces 1500 to 1800 pieces hourly. It requires little time to set up.

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B. Puffer, W. H. Blecha, W. J. Souders, Jr., R. P. Gillham, W. O. Coleman, H. Hobbs. *Hotel:* Stevens.

KNAPP MFG. CO., *Booth 460–462.* Bacon-wrapping machine; adjustable, semi-automatic wrapping machines. *Personnel:* K. D. Knapp, E. E. Johnson, R. Seipp. *Hotel:* Sheraton.

LAKSO CO., INC., *Booth 140–142.* Operation of tablet counter with new adjustable counting head and conveyor; tablet-inspection unit; conveyor switching units. *Personnel:* E. E. Lakso, G. Lakso, R. H. Zeidler, A. S. Chandler, F. Lakso.

LEEDS SALES CO., INC. (SPECIALTY PACKAGE DIV.), *Booth 239.* Samples of contract-packaged products, including single-service sampling containers and heat-sealing pouch stock; new line of transparent cellulose acetate rigid containers manufactured by new high-speed process. *Personnel:* C. M. Leeds, G. F. Bartlett, A. Sobel, F. P. Romano, L. C. Duggan, L. Glantz, J. A. Fitzgerald, R. L. Falge. *Hotel:* Lake Shore.

LINK, L., & CO., INC., *Booth 227.* Gummed-tape dispensers. *Personnel:* W. Schwartz.

LYNCH CORP., *Booth 234.* Operation of Wrap-O-Matic Model RA side-intake machine; Morpac Model T & K combined print-forming, wrapping and cartoning machine; Morpac junior wrapping machine. *Personnel:* M. H. Pendergast, J. P. McCarthy, M. V. Girkins, W. A. Doepel, M. J. Czarniecki, Jr., F. G. Lenhart, O. Sandberg, O. R. Bowers, R. N. Craven. *Hotel:* Sheraton.

MRM CO., INC., *Booth 351.* Automatic rotary filling machine with new overhead drive and removable reservoir tank; semi-automatic straight-line gravity-filling machine with new gravity spouts; semi-automatic vacuum straight-line filler. *Personnel:* H. D. Manas, S. S. Smith, V. J. Gallagher, F. Rossetti, F. P. Tasner. *Hotel:* Palmer House.

MARATHON CORP., *Booth 206.* Complete line of protective packages and packaging materials; automatic machine-unit demonstrating applications and uses for heat-seal labels. *Personnel:* H. Anderson, R. Melson, R. Zimmerman, F. Broeren, R. C. Flom, P. R. Rundquist. *Hotel:* Sheraton.

MARKEM MACHINE CO., *Booth 331.* Pressure-sensitive tape printers; machines for producing two-color paper labels from blank rolls of stock and for printing cylindrical containers. *Personnel:*

Glorify MEN'S SHIRTS with the NEW DENT-O-PAK Pliofilm BAGS!



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H. D. Milton, D. Putnam, J. H. Vigneault.

McKAY-DAVIS CHEMICAL CORP., *Booth 249.* Operation of tablet seal-crimping equipment; also liquid seal crimping. *Personnel:* G. Miller, G. E. Burke, B. T. Howiler, T. Donofrio, H. A. Strate. *Hotel:* Knickerbocker.

MID-STATES GUMMED PAPER CO., *Booth 470.* New tape strap and new immediate-action heat-seal paper; also standard line of gummed and cloth box tapes. *Personnel:* A. L. Zinke, B. L. Trodson, C. Evans, M. Naughton, R. Holmes, R. Stuhr, R. Dale.

MILLER WRAPPING & SEALING MACHINE CO. (See AMSCO PACKAGING MACHINERY, INC.).

MILLS, ELMER E., CORP. (See BRAUN, W. CO.)

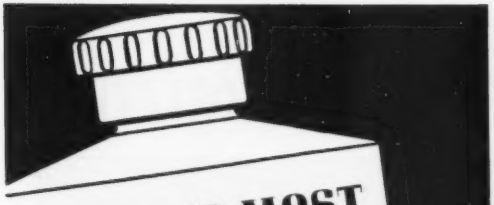
MILPRINT, INC., *Booth 211–212.* Display of packaging applications using variety of materials for wide range of industries; printed transparent films, foils, papers, protective meat packaging and lithographed point-of-sale material will be on display. *Personnel:* B. Heller, R. E. Hanson, B. Hefter, L. R. Zimmerman, R. Ewens, S. Rosen, D. Faulkner, J. Heller, I. Heller, J. Hopkins, J. R. Little, J. Clark, R. Heller, G. Stucke. *Hotel:* Stevens.

MINNESOTA MINING & MFG. CO., *Booth 201.* "Tumble-test" demonstrations of new "Scotch" brand filament tape; operation of new automatic can and bottle sealer and other automatic and power tape-application machinery; also semi-automatic and manual box sealers, package bundlers, dispensers for heavy-duty cut-off tape and pressure-sensitive tapes. *Personnel:* J. J. Bennison, W. E. Zimmerman, R. C. MacFarland, W. Aldrich, I. Danielson, G. Nevis, H. J. Huerth. *Hotel:* Palmer House.

MODERN PACKAGING MAGAZINE, *Booth 414–416. Personnel:* C. A. Breskin, A. S. Cole, L. Stouffer, P. Hagens, V. Wright, J. Connors, P. H. Backstrom, T. B. Breskin, B. Gussow, S. W. Jones, W. F. Kennedy, S. S. Siegel. *Hotel:* Sheraton.

MONSANTO CHEMICAL CO., *Booth 232.* Case histories featuring contribution of plastics for packaging, with emphasis on cellulose acetate. *Personnel:* R. C. Evans, E. L. Hobson, J. C. Brunner, T. S. Lawton, E. D. Kennedy, F. Meuschke, W. A. Lang. *Hotel:* Stevens.

MOORE, KENNETH J., & CO., *Booth 433–434.* Demonstration of Gluemaster tube labeler, conveyor gluer, stainless-steel glue tanks, cookers, label pasters, round can labelers, sealers and carton gluers. *Personnel:* K. J. Moore, J. Wes-



WORLD'S MOST POPULAR

automatic tube filling machine

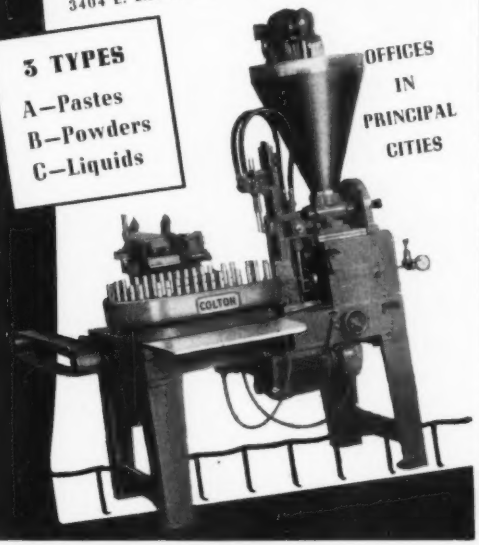
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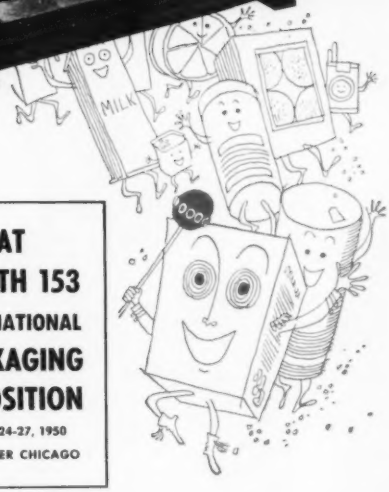
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KLINGROSE DIVISION
AMERICAN TYPE FOUNDERS

200 ELMORA AVENUE, ELIZABETH B, N. J.

ley, L. Keller, M. Tiemann, W. Kraft. *Hotel:* Sheraton.

MOSSTYPE CORP., *Booth 317–319.* Demonstration of new-model mounting and proving machine for quick in-register mounting of rubber printing plates off the press; also presentation of company's coordinated service in preparing artwork, pattern engravings and rubber plates for aniline printing. *Personnel:* F. Moss, A. R. Bradie, L. Moss, H. Meyers, T. Barbera. *Hotel:* Palmer House.

MULTISTAMP CO., INC., *Booth 215.* Hand-stamp stencil duplicators for addressing shipping labels, code marking, marking on boxes, printing on postcards and letters; new oversized duplicator; new "Form-Cut" stencils with user's preprinted form die impressed into stencil; new printing guides for registering position of imprints. *Personnel:* G. E. Crabbs, E. J. Crabbs.

NASHUA GUMMED & COATED PAPER CO. and NASHUA PACKAGE SEALING CO., INC., *Booth 242–244.* Plain and printed wax papers, heat-sealing papers and end seals, velour papers, coated papers, trademark papers, gummed paper, gummed and cloth paper tapes, gummed-tape dispensing machines, printed cellophane and other transparent films, printed glassine and printed thermoplastic-coated papers. *Personnel:* K. R. Hines, Jr., P. W. Mulvanity, A. W. Sanborn, R. K. Fraser, R. L. Newcomb, C. E. Leake, J. T. Winn, W. R. Bender, R. E. Horter, W. E. Webster, R. E. Senechalle.

NATIONAL BUNDLE TYER CO., *Booth 457.* Tying machines to handle jute, sisal and other types of twines. *Personnel:* G. P. Saxton, J. B. Saxton. *Hotel:* Morrison.

NATIONAL METAL EDGE BOX CO., *Booth 110.* Display of variety of metal-edge boxes produced for numerous industries; operation of metal-edge stayer demonstrating the assembly of metal-edge boxes from flats in user's plant. *Personnel:* M. P. Junkin, C. Paist, J. A. Jobes, J. E. Fleagle, F. C. Jussen, C. H. Vetterlein, S. H. Nicholson, L. E. Berry, W. W. Burrows. *Hotel:* Sheraton.

NATIONAL STARCH PRODUCTS, INC., *Booth 106.* Lounge to relax or discuss technical problems; caricatures by Nino. *Personnel:* R. W. Anderson, S. W. Bomar, J. C. Clay, D. Deitz, H. R. Fischer, J. L. Galick, C. A. Gage, B. C. Gordon, F. K. Greenwall, R. C. McGaffin, R. C. McGarry, E. J. Murphy, Jr., D. P. Pascal, J. H. Rice, S. B. Richardson, B. V. Schaub. *Hotel:* Stevens.

NELSON LABEL MACHINE CORP., *Booth 358.* Three models of Nelson Auto Feed labeler for 3-, 7- and 10-in. labels. *Personnel:* J. Wheeler, R. Nelson, P. Reeves. *Hotel:* Morrison.

NEW JERSEY MACHINE CORP., *Booth 410–411.* New round-can labeler with top-loading label hopper; new "No Glue" labeler for glass on odd-shaped labels; semi-automatic "No Glue" labeler for simple round package. *Personnel:* G. W. Von Hofe, R. Wellbrock, J. Brown, P. Heguy, J. Parsons, K. Neimeier, K. Leeson. *Hotel:* Palmer House.

NIAGARA PACKAGING MACHINERY CORP., *Booth 459.* Bag-filling, closing and sealing machine with labeling attachment that automatically applies labels from roll stock on the top of sealed bag. *Personnel:* C. F. Richard, J. H. Taylor. *Hotel:* Morrison.

OLIVER MACHINERY CO., *Booth 438–440.* Napkin-wrapping machine capable of banding or overwrapping 100-count napkins, equipped with adjustable labeler for applying a heat-seal thermoplastic label; Oliver imprinter-cut-stacker unit which imprints item name, weight, price, etc. on a "blank" roll-type thermoplastic label. *Personnel:* R. C. Russell, G. C. Conklin, H. B. Tuthill, F. Caldwell. *Hotel:* Bismarck.

PNR CORP., *Booth 454.* Operation of automatic packaging machine and automatic loading equipment for making and loading polyethylene bags without labor handling. *Personnel:* W. A. Reynolds, R. Penn, N. Nye, R. B. Keegan. *Hotel:* Chicago Athletic Assn.

PACKAGE MACHINERY CO., *Booth 103.* Operation of Tray-Lock Model A set-up machine; new Palmer carton-closing machine designed for any type of carton with hinged cover up to 14 in. in length; Model FA wrapping machine with special tuckers, folders and heaters that form a flexible folding line which moves in and out with variations in the package being wrapped. *Personnel:* G. A. Mohlman, R. L. Putnam, T. Miller, H. Mosedale, C. E. Palmer, E. Buck, O. Halbach, J. R. Tindal, E. G. Westervelt, G. Quisenberry, E. A. Hjelm, L. A. Curtis, T. Russell, W. H. Keil, C. R. Strehlau, L. E. Evans, G. Woody, J. J. Kelly, R. S. Lyons, J. R. Phin, S. R. Phin, H. Hoskins, E. A. Wagner, F. Todt, H. Schoener. *Hotel:* Sheraton.

PACK-RITE MACHINES (DIV. TECHTMANN INDUSTRIES, INC.), *Booth 207.* New continuous rotary sealer for polyethylene, vinyls, Pliofilm and similar films; two new semi-automatic wrapping and heat-sealing machines for meats, candies, bakery goods, etc., including the tuck-end and underfold types; Master Series rotary speedsealers; conveyors, including new Conveymaster sectionalized

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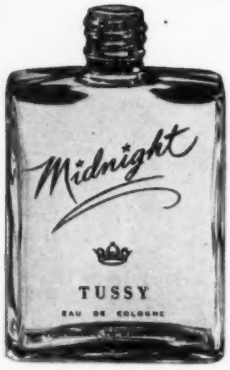
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bottom-belt conveyor and side-belt conveyor; jaw-type bag sealers. *Personnel:* W. Techtmann, G. Techtmann, H. Techtmann, W. Stremke, Jr., C. Panfil, G. H. Keller, W. Otto, E. M. Bails.

PAISLEY PRODUCTS, INC., *Booth 139.* Display of products in which new packaging adhesives are used, such as paperboard containers, bags, envelopes, glass and metal-can labels and sealing operations. New technical service bulletin summarizing advances in container design, methods of packing and sealing practices. *Personnel:* J. Morningstar, M. Stempel, E. C. Lenz, S. Schuller, L. J. LaBrie, M. F. Lenz, C. J. Leggett, D. Bookshester, W. C. Brown, O. Westerlund, C. Moser, W. O. Garwood, H. Liberman, M. Danford, M. Phillips, C. Brooks, R. Stone, H. Schamp, R. Carr, A. Hess, E. Bearman. *Hotel:* Drake.

PETERS MACHINERY CO., *Booth 120.* Operation of a junior carton-forming and lining machine, setting up lard cartons; cellophane sheeting and stacking machine for cutting rolls of cellophane into sheets; display of cartons that are set up and closed on these machines. *Personnel:* B. C. Lewis, J. Boehler, H. K. Becker, Jr., H. Farber, R. Punta, Jr.

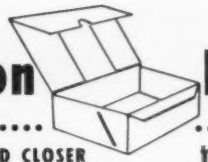
PFAUDLER CO., *Booth 255.* Two-head piston filler with straight-line conveyor handling frozen-food cartons 60 per min.; 14-station rotary piston filler handling semi-solid products 350 cans per min.; 18-station rotary gravity-flow filler handling all free-flowing products in cans up to 404 diameter; seven-station rotary piston filler handling gallon cans at 60 per min. *Personnel:* W. D. Phetepiace, Jr., C. M. Clark, D. A. Gaudion, H. I. Edwards, F. B. Morris, K. J. Lambert, R. B. Chaffee.

PILLIOD CABINET CO., *Booth 321.* Fancy wooden boxes for merchandising and display. *Personnel:* T. J. Pilliod, L. L. Pilliod, W. E. Hable, K. W. Norwine. *Hotel:* Palmer House.

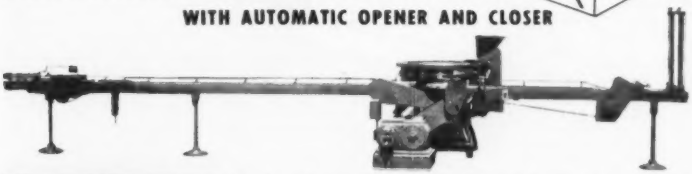
PNEUMATIC SCALE CORP., LTD., *Booth 405.* Large display featuring all types of packaged and bottled goods produced on automatic Pneumatic machines. *Personnel:* K. D. Doble, N. S. Ross, L. F. Blackwell, O. H. Hultin, W. E. Coughlin, H. H. Conklin, R. S. Edling, A. T. Buskens, R. H. Eiff, E. G. Williams, J. Yates, F. E. McIntosh, K. M. Peterson. *Hotel:* Sheraton.

POTDEVIN MACHINE CO., *Booth 145.* New 2R line of ductor-roller-type label pasters; new automatic labeler for labeling ampoules up to 10 cc.; semi-automatic feed label paster; Mini labeler with interchangeable label-pasting and edge-pasting heads; new heat activator for delayed-action thermoplastic-coated label stock; new semi-automatic cylindrical-tube

fmc Carton Filler



WITH AUTOMATIC OPENER AND CLOSER

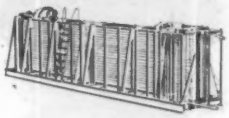


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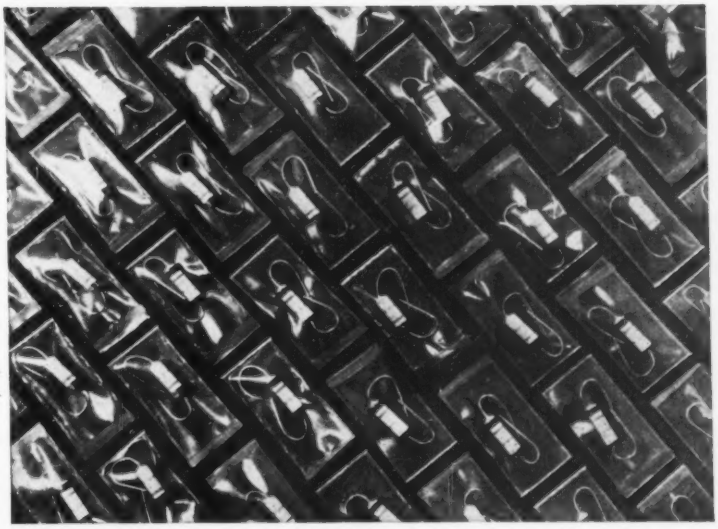
'ALKATHENE'

POLYETHYLENE FILM FOR PACKAGING CARBON RESISTORS

'ALKATHENE' film has been chosen to protect carbon resistors supplied by the Erie Resistor Co., Ltd., London, in accordance with a British Government specification. 'Alkathene' film replaces a complex wax dipped laminate. It provides:

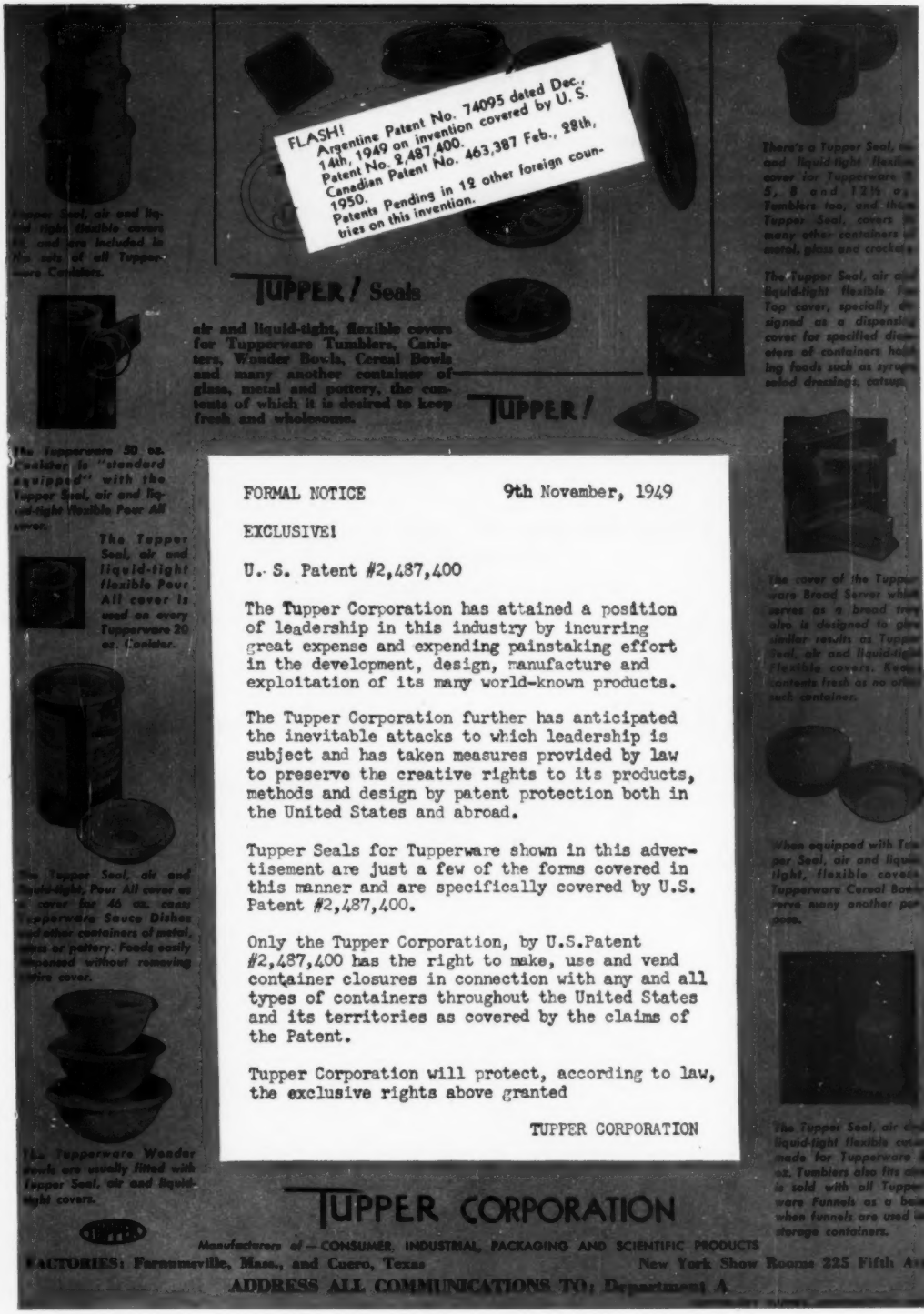
1. A lighter weight package
2. A reduction in materials and labour costs
3. Superior performance
4. Transparency, enabling condition to be observed

The film envelopes were manufactured by Paper Goods Manufacturing Co. Ltd.



ICI

IMPERIAL CHEMICAL INDUSTRIES, LTD. ENGLAND


FLASH!
Argentine Patent No. 74095 dated Dec., 14th, 1949 on invention covered by U. S. Patent No. 2,487,400.
Canadian Patent No. 463,387 Feb., 28th, 1950.
Patents Pending in 12 other foreign countries on this invention.
TUPPER / Seals
air and liquid-tight, flexible covers for Tupperware Tumblers, Canisters, Wonder Bowls, Cereal Bowls and many another container of glass, metal and pottery, the contents of which it is desired to keep fresh and wholesome.
TUPPER /
FORMAL NOTICE 9th November, 1949
EXCLUSIVE!
U. S. Patent #2,487,400
The Tupper Corporation has attained a position of leadership in this industry by incurring great expense and expending painstaking effort in the development, design, manufacture and exploitation of its many world-known products.
The Tupper Corporation further has anticipated the inevitable attacks to which leadership is subject and has taken measures provided by law to preserve the creative rights to its products, methods and design by patent protection both in the United States and abroad.
Tupper Seals for Tupperware shown in this advertisement are just a few of the forms covered in this manner and are specifically covered by U.S. Patent #2,487,400.
Only the Tupper Corporation, by U.S.Patent #2,487,400 has the right to make, use and vend container closures in connection with any and all types of containers throughout the United States and its territories as covered by the claims of the Patent.
Tupper Corporation will protect, according to law, the exclusive rights above granted
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TUPPER CORPORATION
Manufacturers of — CONSUMER, INDUSTRIAL, PACKAGING AND SCIENTIFIC PRODUCTS
FACTORIES: Farnumsville, Mass., and Cuero, Texas
New York Show Rooms 225 Fifth Ave.
ADDRESS ALL COMMUNICATIONS TO: Department A

labeler; new line of standard label pasters, sheet gluers with cardboard attachments and removable tanks; "floating head" margin gluer and light-duty portable assembly-line conveyor. *Personnel:* J. H. Richmond, J. S. Hawkins, J. S. Hamilton, S. Norton, O. L. Denton, J. Donohoe, T. Gibson. *Hotel:* Bismarck.

POTTER INSTRUMENT CO., INC., *Booth 260.* High-speed electronic counters and photo-electric equipment for packaging all types of products. *Personnel:* E. B. Hitchcock. *Hotel:* Palmer House.

RCS TOOL SALES CORP., *Booth 252.* Demonstration of the Super-Saw method of opening boxes and crates, eliminating safety hazard of protruding nails and flying splinters by cutting nails off under the cover of the box and cutting crate away from packaged material. *Personnel:* T. M. Sweeney, F. S. Russell, D. D. Davis, C. R. Longanecker, F. D. Allcut. *Hotel:* Palmer House.

RADIO CORP. OF AMERICA, *Booth 159.* Operation of RCA electronic metal detector for detecting stray metal particles in packaged goods before leaving factory and rejection of contaminated packages; also operation of Eriez non-electric permanent 12-in. jumbo magnet, 12-in. Model X magnet and special stainless-steel traps for extracting tramp metal from material in process in the plant. *Personnel:* A. Hofberg, P. A. Greenmeyer, W. W. Majden, R. F. Merwin. *Hotel:* Palmer House.

F. B. REDINGTON CO., *Booth 135–235.* Continuous-loading cartoning machine. *Personnel:* C. L. Barr, E. A. Siebert, C. J. Malhiot, J. C. Hotton, H. Allport, Jr., K. C. Craig, J. W. Hoskins.

REYNOLDS METALS CO., *Booth 302.* Conveyor line showing automatic closing machine for Reynolds Paks; display of aluminum packaging in all its forms. *Personnel:* C. F. Manning, J. C. Bjorkholm, P. Murphy, J. Birnie. *Hotel:* Sheraton.

ROCKWELL PACKAGING MACHINES, INC., *Booth 161.* Demonstration of automatic cartoning machine. *Personnel:* J. F. Currivan, R. L. Rogers, Jr., H. F. Lampke, W. Burchett, H. L. Greene, K. H. Mayer, L. W. Emark, W. A. Radford. *Hotel:* Palmer House.

SEAL-SPOUT CORP., *Booth 246.* Demonstration of automatic Seal-Spout inserting machine; display of full line of aluminum bottles. *Personnel:* M. Klausmann, H. J. Brucker, R. P. Von Culin. *Hotel:* Palmer House.

SEAL-VAC CO., INC., *Booth 334.* Vacuumizing and heat-sealing machine

See it at
The National Packaging
Exposition
Chicago
April 24-27
Booth 309

Controlled
ACCURACY



PAK KING automatic filler for spices, powders, teas, grated cheese, coffees and concentrates in jars, cans or cartons. Grams or ozs with output from 40 to 70 per minute, others up to 150 per minute. Same timed cycle speed on all volumes and instant adjustment while in operation. Simple modern design, demountable easily cleaned filler head. Exceptional accuracy control in many cases of ½ gram or better to perfect. Also available machines in milligrams or pounds and net or gross weight fillers from ½ oz up.

Model A-1 PAK KING
AUTOMATIC FILLER

WEIGH RIGHT Packaging Machinery

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It resists oils



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all the advantages of polyethylene
plus the added strength of paper
...at a new low cost

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Kastek PE consists of a film of polyethylene which is fused to a paper, paperboard or cloth carrier. The odorless, tasteless polyethylene provides excellent MVT characteristics, low temperature flexibility and inertness to grease and acids; the carrier insures satisfactory strength, even when gauges of polyethylene as light as one mil are used.

Kastek PE can be employed for multi-wall bags, for case and drum liners, and for any other applications calling for the protective qualities of polyethylene plus the strength of a carrier. *And most important, Kastek PE costs considerably less than anything else that will do a similar job!*

Each roll of Kastek PE (up to 72" wide) is custom coated to meet your requirements as determined by Plastic Film's sales engineers. A complete technological service assures a grade of Kastek PE that will render outstanding service under the conditions you outline. Write for samples and complete information today.

UNSUPPORTED POLYETHYLENE, TOO

For applications where superior flexibility and "see-through" characteristics are important, Plastic Film supplies unsupported polyethylene film in widths to 72", in gauges from .001" upward.

* T. M. Registered

PLASTIC FILM CORPORATION

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for packaging products in transparent thermoplastic films. *Personnel:* D. T. Neale, C. S. Bower, H. K. Reifsnyder. *Hotel:* Drake Hotel.

SEFTON FIBRE CAN CO., *Booth 231.* Complete range of composite and all-paper fibre cans with various metal closures, including convolute and spiral body constructions and the string-opening single-telescope body. *Personnel:* R. B. Busch, C. B. Graves, H. H. Harms, C. D. Wenstrup, M. A. Koboldt.

SHELLMAR PRODUCTS CORP., *Booth 102.* Exhibit with animated features of interest to manufacturers of food products, drugs, cosmetics, tobacco, confectionery and consumer merchandise generally. Items include applications of polyethylene film singly and in combination with other materials; metal foil in combination with other materials; laminations of well-known transparent films. *Personnel:* W. L. Moore, T. R. Baxter, R. L. Lee, W. C. Curtis, T. E. Piazze, J. I. McCormick, T. W. Koch, E. F. Burke, J. H. Huse, F. K. Fales, H. M. Ness, J. Broomall. *Hotel:* Seneca.

SHERMAN PAPER PRODUCTS CORP., *Booth 228.* Demonstrations of Corroflex flexible corrugated and Corroflex Tube-Tainer, pre-formed sleeves in rolls; new machine gluer for use with Corroflex; new all-purpose package of interest to bakers, developed for Brown 'n Serve rolls; packaging materials for all types of food, drug and cosmetic products. *Personnel:* G. Sherman, E. D. Smalley, J. Herrick, J. F. McLaughlin, J. Feaver, A. Lyle, P. Thompson, H. Aubrey, R. Olson, L. McKeon, C. Lurch, J. Bode, J. Taylor, H. French. *Hotel:* Palmer House.

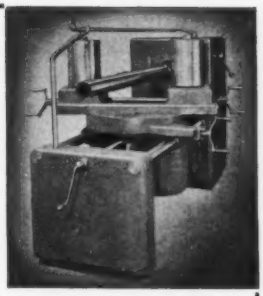
SIMPLEX PACKAGING MACHINERY, INC. (See AMSCO PACKAGING MACHINERY INC.)

STANDARD-KNAPP (DIV. HARTFORD-EMPIRE CO.), *Booth 205.* Special packer for packing 5-cent packages of Chiclets in display cartons; 134-D unloader with converger for unloading 1-pt. whiskey bottles from cases; Type 21 printer for printing cases. *Personnel:* G. Ingham, E. H. Schmitz, K. Holstebro, M. McFaull, G. P. Schaefer, A. L. Johnson, F. P. Lonsdale, F. G. Rogers, D. S. Shields, F. L. Shattuck, A. L. Mix, G. E. Bayer, D. G. Kobick, W. T. Hughes, G. G. Sundin, T. C. Fenton, A. J. Hetzel. *Hotel:* Sherman.

STANDARD PRINTING CO., *Booth 449.* Display of printed transparent films and glassine. *Personnel:* W. E. Hawkins, C. A. Morgan, J. C. Harris, H. W. Clowe, J. N. Miner. *Hotel:* Sherman.

STEIN, HALL & CO., INC., *Booth 417–419–421.* Display of packages made with special high-speed and waterproof

heavy spiral tube winder



Here's a superbly engineered and constructed machine for manufacturing fine cylindrical paper products. Tubes produced range from ¾" to 13" I.D. and can have up to 30 plies or 1" wall thickness.

You'll be TICKLED to TICKLE this Winder. The Jerk is gone—JOGGLE the Clutch Bar and you'll be amazed how the Webs are eased into the wind.

You're out of the JUNGLE of Shafts, Motors, Drives and Belts when you thread this Winder. Walk around this Winder with surety and safety.

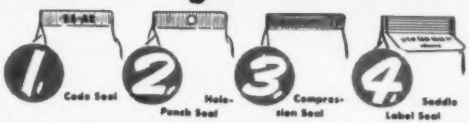
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4 Sealing Operations with Doughboy Rotary Sealer...



Seals and prints code number for dating or pricing in one operation.

Seals and punches hole so bags can be hung on display racks.

Conventional compression seal gives positive air-tight seal.

Seals bag with saddle label.



Doughboy Code Sealer without conveyor unit.

Doughboy Rotary Sealer with conveyor unit.

The new Doughboy Rotary Sealer handles cellophane, glassine, wax bags, various foil envelopes and pouches, laminated materials and pliofilm. It is especially adaptable to sealing saddle labels to bag tops, code sealing, hole punching and compression sealing.

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on your heat-sealing equipment

Avoid

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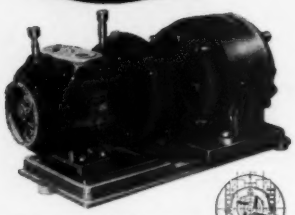
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Eliminate Oil Vapors from Discharged Air

The new Kraissl Class 23 pumps completely eliminate undesirable oil vapors from discharged air. In many operations, this means a tremendous saving to you—in time, materials and industrial health. Pumps are dry lubricated—displacement blades take up their own wear. Positive, fan-cooling for continuous high performance. Available with double extended shaft for group installations from single power source. Performance data: 1750 RPM, but not limited to this speed. Capacities from 5 cfm—20 cfm, for single units; larger capacities by group drive.

Kraissl Class 23 pumps are specifically designed for all packaging and printing machinery; and similar applications where air pressure or suction, without discharge oil, is preferable.

- Suction feed or pick-up of paper, cardboard, tin, etc.
- Container - filling: bags, bottles, tubes, etc.
- Automatic handling on conveyor systems
- Packing in shipping crates and cases
- Printing presses and vacuum printing frames
- Vacuum canning machines
- Vacuum holding chucks
- Ideal for handling food products, beverages, pharmaceutical preparations—where rigid sanitation standards are mandatory.

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adhesives, including drinking straws, paper cups, milk bottles, spiral-wound and convolute-wound tubes; boxes made on right-angle and straight-line gluing equipment with waterproof adhesives for protection against moist refrigeration and quick freezing; general display of all types of liquid and dry adhesives. *Personnel:* R. Strasser, O. H. Clapp, R. Shoals, K. Arnold. *Hotel:* Knickerbocker.

STOKES & SMITH CO. (See FOOD MACHINERY & CHEMICAL CORP.)

SUN CHEMICAL CORP., *Booth 428.* Display of packages, bags, boxes and wrappers demonstrating all types of ink printed on paper, board, foil, burlap, transparent film and metal; also closure-liner materials and polyethylene film. *Personnel:* J. F. Devine, T. Rosevelt, E. J. Kelly, W. R. Coate, G. O. Sensiba, F. H. Farnsworth, H. A. Kernell, J. S. Massarene, J. Slaughter, T. Craig, H. B. Stout. *Hotel:* Bismarck.

SUTHERLAND PAPER CO., *Booth 402.* Operation of Klik-Lok carton-forming machine with imprinter and closure attachments for mechanically assembling cartons; display of patented-design packages, multicolor printed on special and standard finishes of paperboard. *Personnel:* D. Wilson, F. Markle, D. Stenger, C. Rice, E. Henry, R. Dobberteen, H. Carney, F. Rutledge, E. Helfrich, G. Dilno, N. Swanson, R. Rinehart, B. Williams, C. Wheeler. *Hotel:* Congress.

SWIFT & CO., *Booth 154.* Display of liquid, flexible, dry-animal and dextrine adhesives and products made with these adhesives, such as books, boxes, luggage, bottle labels, etc. *Personnel:* E. R. Paul, C. S. Young, M. L. Lundt, S. E. Carroll, B. W. Stewart.

SYLVANIA DIV., AMERICAN VISCOSE CORP., *Booth 116–216.* Display of packages wrapped in Sylvania cellophane and Sylvania bands for bottle closures. *Personnel:* D. H. Gilson, H. A. Newman, Jr., H. W. Dearborn, R. J. Schebler, W. F. McCabe, J. R. Harrison, B. F. Morgan, T. H. Derby, F. W. Spannagel E. V. Weston, J. D. Conti, J. A. Anglada, R. D. Handley, R. E. Reynolds, R. E. Sexton, A. J. Horgan. *Hotel:* Palmer House.

TABER INSTRUMENT CORP., *Booth 240.* Operation of Model 135 cylinder beader and Model 138 cylinder maker for fabrication of thermoplastic sheet materials for transparent packages. *Personnel:* L. S. Barker, J. F. Less. *Hotel:* Palmer House.

TOMPKINS' LABEL SERVICE, *Booth 404.* Special labels for all types of high-speed labeling machinery; also heat-seal, greaseproof and bloodproof labels and demonstration of label-dispenser system for pre-packaged foods. *Personnel:* W. H. Baile, Jr., C. Orth, R. Norris, J. K. Tompkins. *Hotel:* Palmer House.

TRANSPARENT WRAP MACHINE CORP., *Booth 247.* Operation of Transwrap machine for packaging candy in polyethylene. *Personnel:* W. R. Zwoyer, C. F. Van Sweringen, P. O. Diederichs, E. J. Griffin, R. J. Clayton, O. A. Tomei, L. M. Stardig, H. D. Dibble, H. L. Dibble, J. M. O'Brien, H. Schoener. *Hotel:* Sheraton.

TRAVER CORP., *Booth 341.* Display of product packages, with emphasis on family-style packages; wide range of flexible-packaging items. *Personnel:* G. W. Traver, P. C. Traver, C. L. Harder, R. N. McCreary, G. W. Green, H. S. Nock, V. J. Sheridan, F. Rodenberger, L. Jutrash, P. Lang, L. Haderlein, R. C. Blackburn, H. B. Tighe, C. Harder, G. V. Watts, C. W. Dickinson, C. D. Ackerman, W. J. Randall. *Hotel:* Palmer House.

TROTH, BRIGHT, PAGE, INC., *Booth 335.* Plastafol cartons packaging cosmetics, novelties, pharmaceuticals, etc. *Personnel:* J. S. Troth, S. Bright, Jr., *Hotel:* Bismarck.

UNION SPECIAL MACHINE CO., *Booth 415.* Operation of Dubl-Tape bag-closing unit for consumer-sized cotton, burlap, jute and paper bags for products such as sugar, coffee, flour, potatoes, chemicals, fertilizers, etc. *Personnel:* O. A. Ullrick, K. D. Bear, F. H. Koehler, A. H. Holzapfel, B. T. Matthews.

U. S. AUTOMATIC BOX MACHINERY CO., INC., *Booth 107.* Operation of automatic tablet-bottling machine and net-weighing machine for coffee filling. *Personnel:* O. W. Wikstrom, A. C. Wikstrom, O. W. Wikstrom, Jr., J. Fradenburgh, C. Fasch, O. L. Weidmann, R. M. Loehr, C. Willingham.

U. S. BOTTLERS MACHINERY CO., *Booth 152.* Cleaning equipment, liquid and semi-liquid filling equipment.

U. S. ENGINEERING CO., *Booth 352.* Operation of latest model Count-O-Matic, Type A machine packaging pharmaceutical tablets; new Count-O-Matic, Type C for all sizes of nuts, bolts, screws, pins, mothballs, etc. *Personnel:* B. R. Garrett, L. G. Rose, Messrs. Denton, Parker, Conklin.

UPRESSIT PRODUCTS CORP., *Booth 150.* New fully automatic and semi-automatic capping and sealing machines; display of Upressit caps, tamperproof

Packaged to change "Eyers" into Buyers



Molded of Koppers Polystyrene

HERE'S a new idea in candy packaging that adds a *plus* value for thrifty buyers. The sparkling transparent box of Koppers Polystyrene displays candy at its best—and still protects it from the air.

When the candy has been eaten, a woman will find a dozen ways to re-use this handy box . . . on her vanity as a catch-all . . . in the medicine closet to hold bandages, adhesive tape and small items . . . or her husband can use it for his fishing tackle.

This package was designed and molded by Beacon Products Corporation, Newton Highlands, Mass. Their design is standardized and not only packages candy but can also package stationery, hosiery, playing cards, handkerchiefs and other merchandise whose sales are aided by the crystal clarity, richness and low cost of Koppers Polystyrene.

Bring your packaging problem to Koppers

Whether you make sporting goods, food products, cosmetics, jewelry—Koppers Polystyrene offers a combination of qualities that is well worth investigating. It is tasteless, odorless and extremely low in water absorption . . . will hold food products, alkalies, and most acids . . . can be supplied crystal clear or in any desired color.

Possibly Koppers can help you with your packaging problems. Our technical staff is ready at all times to help you improve your designs and to choose the right packaging materials for your application.

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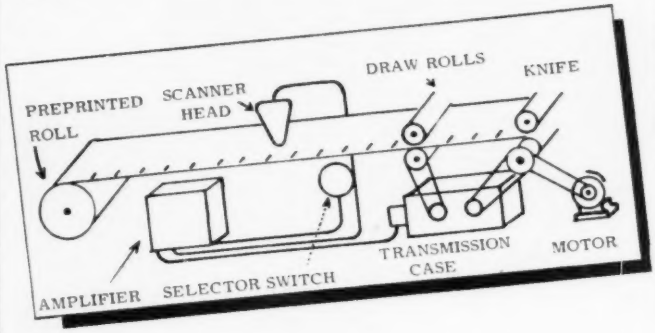
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A complete unit! **Lowest cost 2-way eye!**

The EMP Eye has proven its value in lowering production costs, maintaining product appearance, and in insuring accurate cut-off and color registration.



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Shellmar Products Corp.
Leaf Brands

The unit is adaptable to all types of bag making, sheeting and converting equipment and most types of printing and packaging machines where registration control is desired.

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Be sure to visit BOOTH 450

ELECTRONIC MACHINE PARTS, INC.

A Division of Federal Machine Works, Inc.

204-206 Lafayette Street **New York 12, N. Y.**

bands, overseals, nozzles and spouts. *Personnel:* J. B. Taylor, III, T. Shields, D. J. Maguire, R. J. Smith, E. T. Horsey, H. J. Fouts. *Hotel:* Sheraton.

VELVETONE FINISHING CO., *Booth 163.* Display papers and gift wrappings with novelty finishes for cosmetic and special-feature packaging. *Personnel:* A. S. Butterweich. *Hotel:* Palmer House.

VISKING CORP., *Booth 348–349.* Visqueen drum liners for shipping materials in fibre and steel drums; tablecloth covers, bowl covers, protective materials for blankets and seat covers; packages for soaps, candy, etc. *Personnel:* E. B. Cahn, L. E. Houck, D. Carlson, H. Harris, J. Bernard, J. Kaltman, A. Pozdell, S. Susser, J. Biehl. *Hotel:* Sheraton.

WEBER, H. G. & CO., INC., *Booth 442.* New roll stand for various types of paper-converting operations, adjustable to web widths, with edge alignment control and flying-splice arrangement; photographs of various types of bag-making equipment. *Personnel:* H. H. Weber, F. Lubeley, J. Olsen. *Hotel:* Pearson.

WEIGH RIGHT AUTOMATIC SCALE CO., *Booth 309.* Automatic filler for chemicals and powders in cans and jars; semi-automatic general-purpose filler for all types of containers; operation of small scale model of filler with gravity feeder for net weighing of dry, free-flowing products such as coffee, meal, salt, chemicals, etc. *Personnel:* J. G. Almberg, N. B. Almberg, C. A. Almberg, T. Anderson,

WILLIAMSON ADHESIVES, INC., *Booth 259.* Display of modern glue-handling method with adhesives for all types of packaging operations. *Personnel:* D. G. Williamson, L. F. Humphrey, H. M. Faust, M. Ross, A. R. Peterson, M. J. Garamoni, J. J. Zdebski, G. Marinello, G. R. Wamsley.

WRAP-ADE MACHINE CO., INC., *Booth 330.* Automatic candy-pop wrapping machine; thermal impulse sealer, automatic bag-filling and sealing line. *Personnel:* A. M. Powell, Jr., J. A. Leslie, *Hotel:* Palmer House

WRIGHT MACHINERY CO., *Booth 127.* Demonstration of semi-automatic Hy-Tra-Lee machine for weighing and filling candies, bakery products, etc.; new Model CE system for packaging, employing exclusive Hy-Tra-Lec principle of positive-displacement weighing. *Personnel:* G. M. Spicer, I. P. Ritschel, D. F. Burns, Jr., H. C. Smith, E. O. Norvell. *Hotel:* Bismarck.

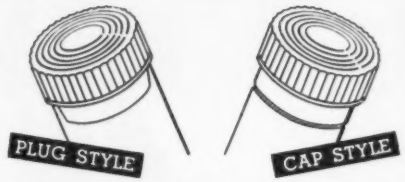
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Use *Clearsite*

PLASTIC CONTAINERS

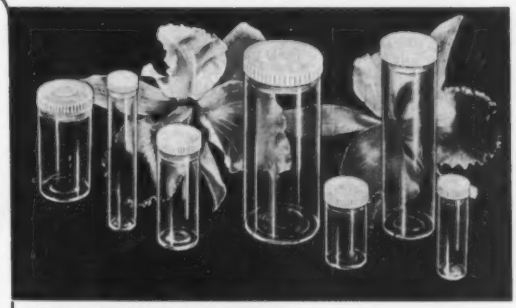
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Write for full information and samples.



Clearsite Plastic Containers *project your products and impress them most favorably on your customers. Clearsite Protects • Clearsite is Dimensionally Uniform • Shatterproof • ¼ the Weight of Glass • Available Crystal Clear, Opaque, and in Gemlike Colors • Permanently printed and decorated.*

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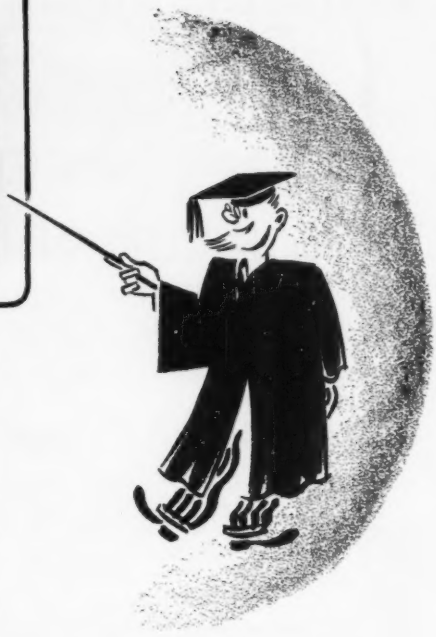
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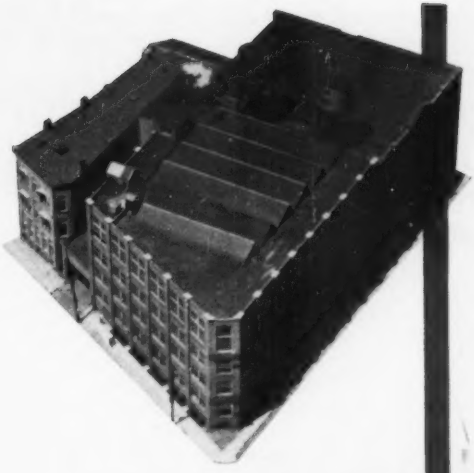
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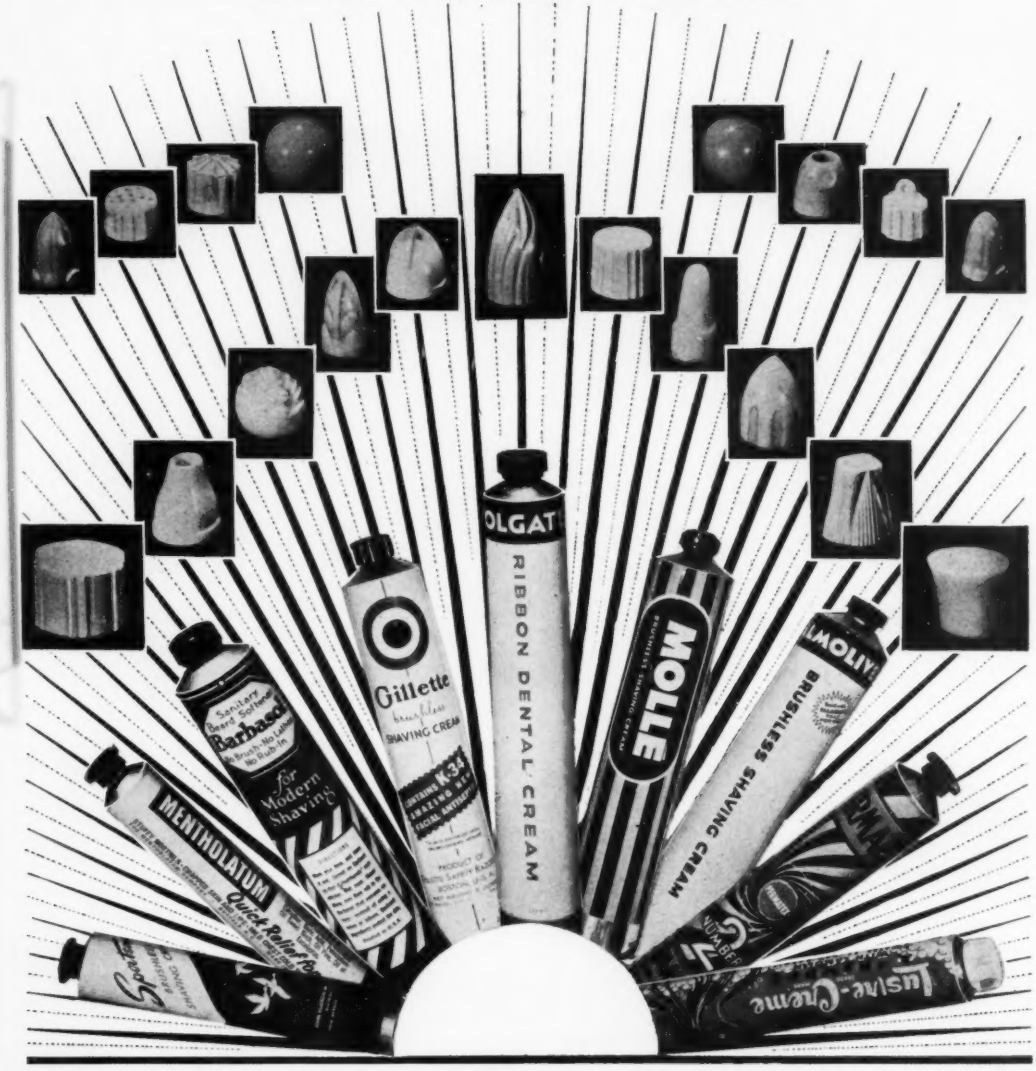
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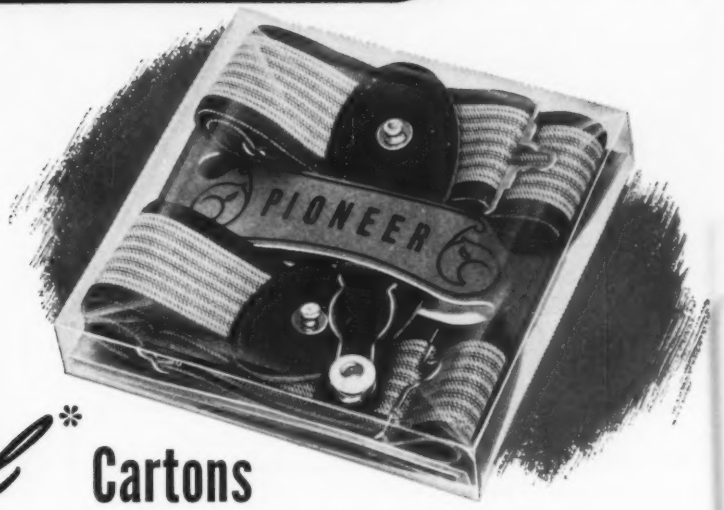
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OPPORTUNITY PLUS. Wanted—Sales representative for rapid growing rotogravure printer and converter of cellophane, glassine, polyethylene, pliofilm and all packaging materials. Prefer man with following, calling on confectionery manufacturers and bakeries or any user of above materials. South and West territories open. Attractive commission arrangement. State qualifications and lines you have at present. Replies kept confidential. Box 954, Mod. Packaging.

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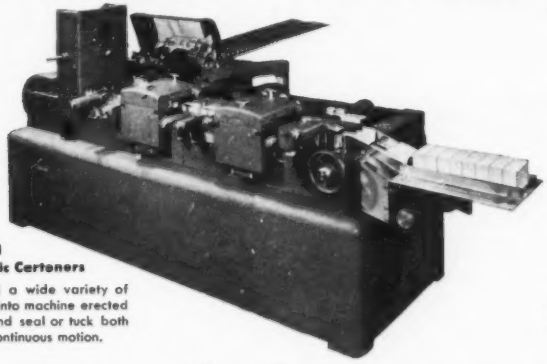
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If you have any questions, feel free to forward them. There is no charge or obligation for this service. Address—Readers' Service Department, MODERN PACKAGING. A complete reply to your inquiry will be forthcoming.

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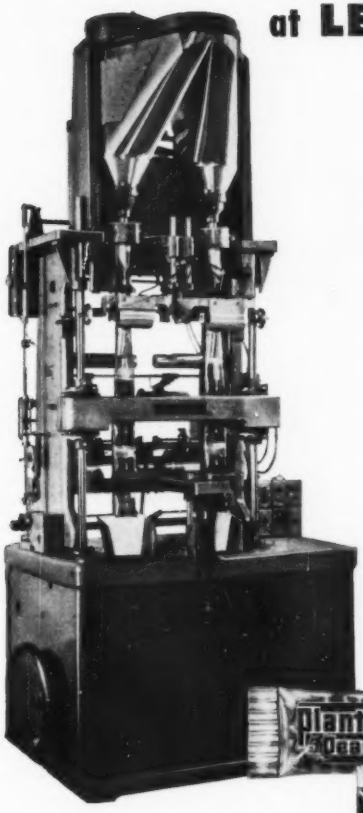
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Modern packaging

A BRESKIN PUBLICATION

Published by Modern Packaging Corp.
122 East 42nd Street, New York 17, N. Y.

PACKAGES THAT DESERVE MERIT BADGES



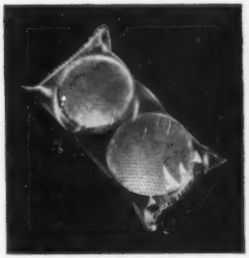
SHULTON, Inc. designed a special Plaxpak bottle as a container for its new liquid shampoo. Business women surveyed on bottle said: "Lovely to look at . . . light to hold . . . can be dropped . . . squeezed . . . pushed around (a good travel companion)."



MAX FACTOR HOLLYWOOD introduced World of Beauty Lotion in a globular Plaxpak bottle. Striking design of the polyethylene container fits in perfectly with the product theme. User squeezes globe gently to dispense lotion according to need.



NORTHAM WARREN Corp. is packaging liquid ODO-RO-NO in a pastel blue Plaxpak bottle. The new package sprays with a squeeze of the bottle. Product name and the ingredients are embossed on the bottle during blowing. White cap is also plastic.



DRYING OUT OF CHARCOAL in respirator cartridges is prevented by sealing them in a Plaxpak polyethylene bag. Low moisture transmission rate of Plaxpak film keeps cartridges "fresh" in storage. Film also keeps them hygienically clean.



NOW THE HOUSEWIFE has Plaxpak polyethylene film in rolls. From her own experience, she knows that products are better protected in Plaxpak. It's quite natural that she will have preference for those products because she will know they are packaged well.



TACKY SURFACE of sponge rubber strip manufactured by Durkee-Atwood, Minneapolis, is protected by Plaxpak film. Plaxpak film's low moisture transmission rate preserves tackiness. Its smoothness makes it easy to remove, facilitating the strip's use.

★ In addition to its packaging products, Plax makes a wide variety of thermoplastics in rod, sheet, tube, and other forms.

Products packaged in Plaxpak polyethylene bottles step up into higher levels of salability. These products are more convenient and neater to use — hence they are used more frequently. Similarly products packaged in Plaxpak film gain in appeal. Consumers know this film is top quality packaging, because they are using it in home freezing. For complete information on these Plaxpak products — and on Polyflex*, too, with its brilliance and metallic sound, please write Plax.

PLAX BLOW MOLDED PRODUCTS ARE MADE UNDER THE FOLLOWING U. S. PATENTS: 2128219, 2175053, 2175054, 2230188, 2230190, 2260750, 2263751, 2349176, 2349177, 2349178. *TRADE MARK REG. U.S. PATENT OFFICE.

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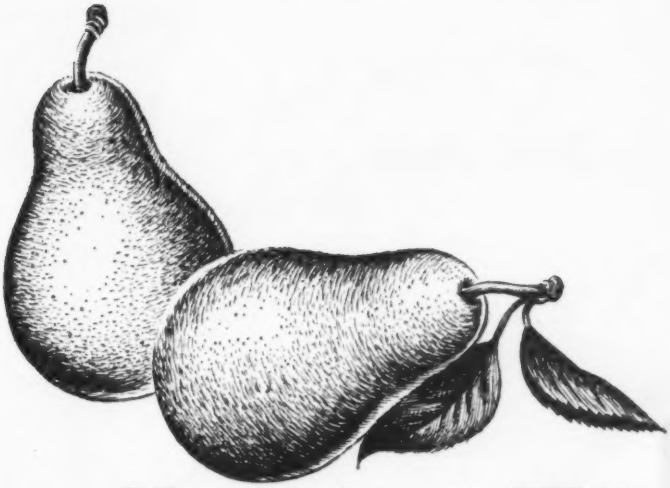
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